MARCH 20, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT.

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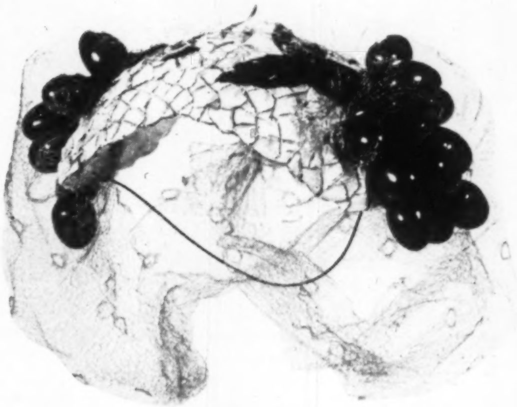
what's WOR got to do with sex?



WOR *that power-full station*

Let's say you're a maker of men's clothing, cigarettes, or hair tonic. Or suppose you sell bustles for the ladies. Don't you think it would be quite important for you to know whether your WOR listeners are men and/or women? We're pretty certain that it would.

WOR is uniquely equipped to let you know *exactly* what kind of listeners it can deliver during the time your program is on the air. For Crossley, Inc., which prepares WOR's "Continuing Study of Radio Listening," has its personal interviewers check carefully on the age and sex of the thousands of listeners talked to month in and month out throughout the year.

For instance, here's a specific age and sex breakdown made for WOR by Crossley, Inc. on one Saturday evening show:

IN EVERY 10 LISTENING HOMES, THE AUDIENCE INCLUDED 25 LISTENERS—THE MAJORITY OF WHOM WERE . . .

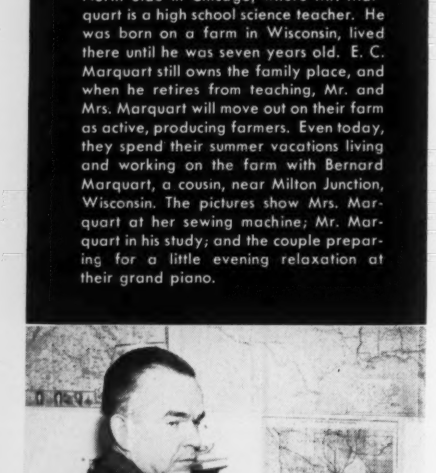
MEN	AGES	WOMEN	AGES
3	16 to 35	6	16 to 35
5	36 to 55	6	36 to 55
		1	over 55

Buying time today can be as scientific and *productively* accurate as building a house, when you plan with the facts uncovered by WOR's exclusive "Continuing Study of Radio Listening." Let us help you make a greater per-penny profit on every penny you invest in New York radio. The number is PE 6-8600. Our address, 1440 Broadway, in New York.

In Town and Country… Their Likes are Similar

IN CITY…

Mr. and Mrs. E. C. Marquart live on the North Side in Chicago, where Mr. Marquart is a high school science teacher. He was born on a farm in Wisconsin, lived there until he was seven years old. E. C. Marquart still owns the family place, and when he retires from teaching, Mr. and Mrs. Marquart will move out on their farm as active, producing farmers. Even today, they spend their summer vacations living and working on the farm with Bernard Marquart, a cousin, near Milton Junction, Wisconsin. The pictures show Mrs. Marquart at her sewing machine; Mr. Marquart in his study; and the couple preparing for a little evening relaxation at their grand piano.



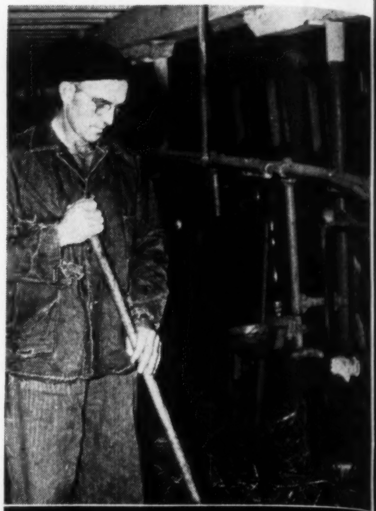
Advertisement No. 4 in a series

PEOPLE in the cities and towns of Midwest America are not much different from those on the farms. Because of their common background, the direct ties most of the city dwellers have with the farm, they think and react pretty much alike.

Consider this family: Bernard Marquart, farming near Milton Junction, Wisconsin, and his cousin, E. C. Marquart, science teacher in a Chicago high school. E. C. was born on a farm and spent his boyhood there. The city Marquarts spend their summer vacation with Bernard's family on the farm each year. This interest of city and town folks in farming is rather general—they have somewhat the same likes and habits.

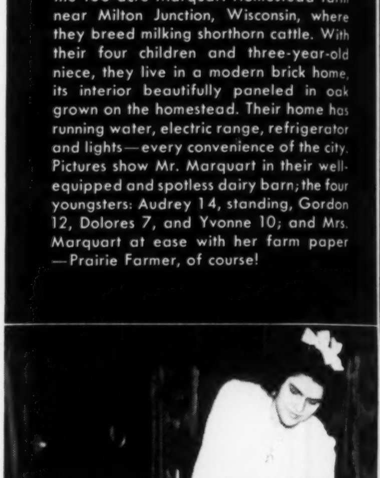
Checking last year's purchases in classes of goods advertised on WLS, we found that 59% of the farming Marquarts' selections were brands advertised on WLS. In the city, 29% of the E. C. Marquarts' selections were WLS-advertised brands.

If you wish to sell both the city people and farm folks, WLS offers you direct contact that makes true our slogan: *WLS Gets Results!*



…AND COUNTRY

Mr. and Mrs. Bernard Marquart live on the 156-acre Marquart Homestead farm near Milton Junction, Wisconsin, where they breed milking shorthorn cattle. With their four children and three-year-old niece, they live in a modern brick home, its interior beautifully paneled in oak grown on the homestead. Their home has running water, electric range, refrigerator and lights—every convenience of the city. Pictures show Mr. Marquart in their well-equipped and spotless dairy barn; the four youngsters: Audrey 14, standing, Gordon 12, Dolores 7, and Yvonne 10; and Mrs. Marquart at ease with her farm paper—Prairie Farmer, of course!



REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO

The
PRAIRIE
FARMER
STATION

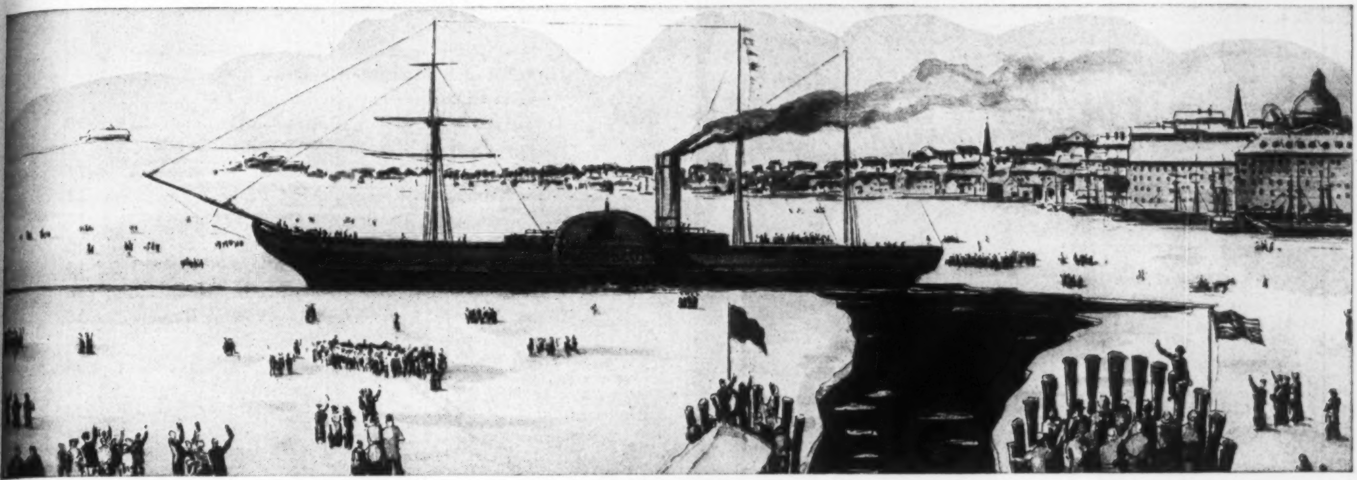
BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

Opening the Channel to New England Sales!



One hundred years ago the New England winter was so severe that Boston Harbor was completely frozen over to a depth of 12 inches. So that shipping could get in and out of the harbor, city officials and merchants recruited some 500 men with ice saws and other equipment, from all parts of New England, to cut a channel five miles long and 60 feet wide.

The most dramatic feature of this event was that the Cunard Line packet, Britannia, which had been icebound at its East Boston dock, was able to reach open water, sailing on February 3, 1844, for an ocean crossing. The event was commemorated in a contemporary engraving showing the Britannia shaping its course through the channel, with groups of people on the ice waving a bon voyage.

Acceptance is
THE YANKEE NETWORK'S
Foundation

WINTER OR SUMMER, New England markets may seem to be frozen to those who do not realize that there are twenty-one important markets in this area and that each must be won by direct approach.

Lumping several markets together with long-shot appeals is the wrong way to create sales response. It will produce diminishing returns the farther you get from the starting base of the campaign.

The right way is to take advantage of the direct channel to each of these 21 markets — the only means of creating the mass impact necessary to stimulate dealer cooperation and volume turnover in each market.

The Yankee Network is the open channel to these markets. Its 21 locally accepted hometown stations provide direct channels to the individual markets. You can't miss if you use them. They offer the best, quickest way of breaking the ice to New England sales and the only network means of getting primary coverage of the 2,055,010 radio homes in this 21-station area.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

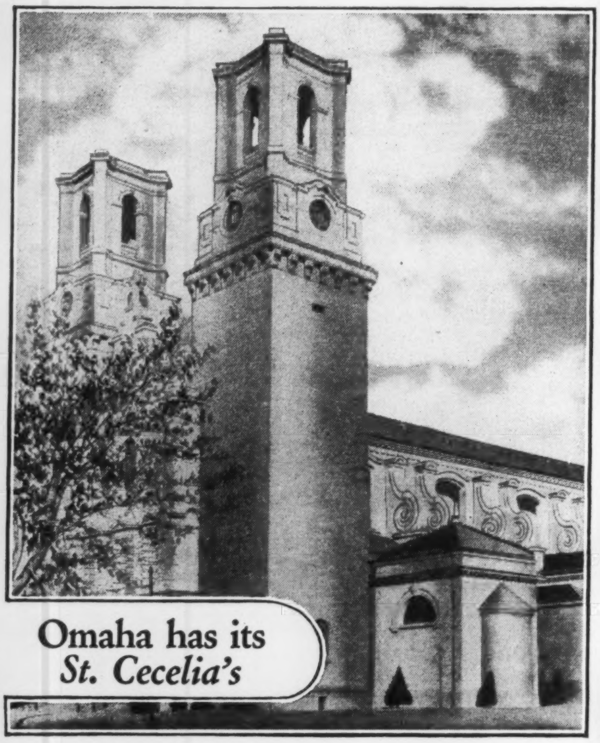
21 BROOKLINE AVENUE, BOSTON 15, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KOIL Columbia, of course
The Radio Buy of **OMAHA**

New York
has its
St. Patrick's



Omaha has its
St. Cecelia's

Omaha is a City of Fine Churches, Too

Omahans lead interesting, well-rounded lives. And, like any similar group of sound, stable people . . . they recognize the important part that religion plays in their everyday living.

The city's many fine churches stand as evidence that Omahans possess a deep religious consciousness . . . that they are generous in their support of religious institutions.

The Omaha market is rich and responsive. It can be sold most directly, and at lowest cost, through KOIL. Write today for availabilities.

A RICH MARKET

During the first nine months of 1943, DOUGLAS COUNTY (Omaha) ranked SECOND in the entire nation in Per Capita Increase in Effective Purchasing Power . . Sales Management.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in *Omaha*
5000 WATTS . . . 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

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Fate of Radio Legislation Hangs in Balance 9
United Industry Legislative Drive Urged
—By Don Elias 9
Local 802 Wins Musician Pay Boost 10
Television—Post-War Maker of Jobs
—By Thomas F. Joyce 11
Clark Committee Reopens AFM Probe 12
FCC Asks Time To Prepare Draft Testimony 12
Petrillo to Fight WLB Panel Finding 14
Dies Accepts Offer to Answer Winchell 16
Court Orders Cancellation of WOW Lease 16
West Va. Net Opens Washington News Bureau 18
Giveaway Pros and Cons—Mostly Pros 20
Tube, Battery Prospects Poor 24
Transfer of WPDQ to Baggs Approved 24
Duopoly Order Postponement Seen 26
Press Lauds WLB Panel Ruling on AFM Strike 34
Senate Cuts in FCC Fund Opposed 60
Boler Letter Denies Intimidation 61
WMCA Controversy Policy Promotes Discussion 66
Model FM Outlet Sought for Washington 65
'Gripsholm' Coverage Curtailed By Late Arrival 70

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BONUS POPULATION
(14% ABOVE 1940) IS PART OF
TODAY'S
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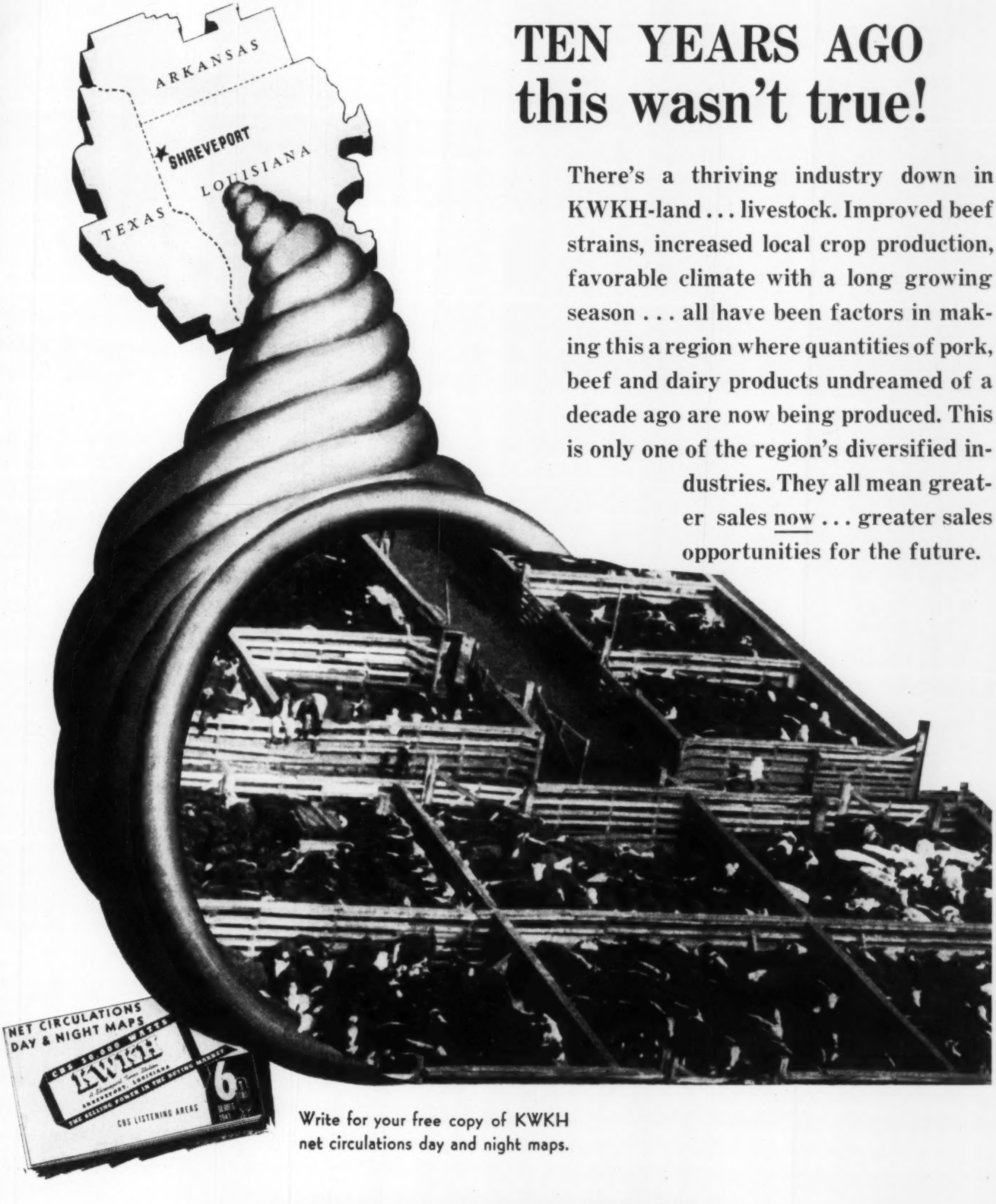
AUDIENCE
WFLA
TAMPA
NBC
JOHN BLAIR & CO. NATIONAL REPRESENTATIVE

TEN YEARS AGO this wasn't true!

There's a thriving industry down in KWKH-land . . . livestock. Improved beef strains, increased local crop production, favorable climate with a long growing season . . . all have been factors in making this a region where quantities of pork, beef and dairy products undreamed of a decade ago are now being produced. This is only one of the region's diversified industries. They all mean greater sales now . . . greater sales opportunities for the future.


ARKANSAS
SHREVEPORT
LOUISIANA
TEXAS
NET CIRCULATIONS DAY & NIGHT MAPS
CBS 50,000 WATTS
KWKH
SHREVEPORT, LOUISIANA
THE SELLING POWER IN THE BUYING MARKET
CBS LISTENING AREAS

Write for your free copy of KWKH net circulations day and night maps.

CBS
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

TEAM BEHIND THE BOMBER TEAM

• Just as seven men fight as a team in a bomber, seven girls work as a team at a Sylvania Radio Tube assembly bench.

Thousands of fine precision radio tube parts are assembled into a finished product that must pass rigorous tests for ruggedness and sensitivity.

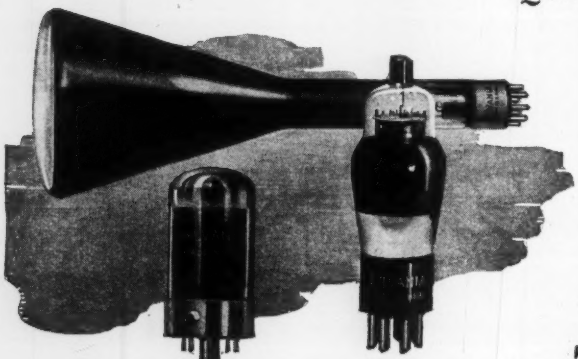
This is work that calls for the feminine touch, patience and sense of detail. Each girl "plays the position" on the team best suited to her ability.

Sylvania assembly teams compete with each other. But the champion in accuracy always takes precedence over the champion in speed.

This teamwork is just another example of how Sylvania maintains radio tube production at the highest standard of quality anywhere known.

You can sell Sylvania Radio Tubes with complete confidence.

Quality That Serves the War Shall Serve the Peace



RADIO DIVISION **EMPORIUM, PENNSYLVANIA**

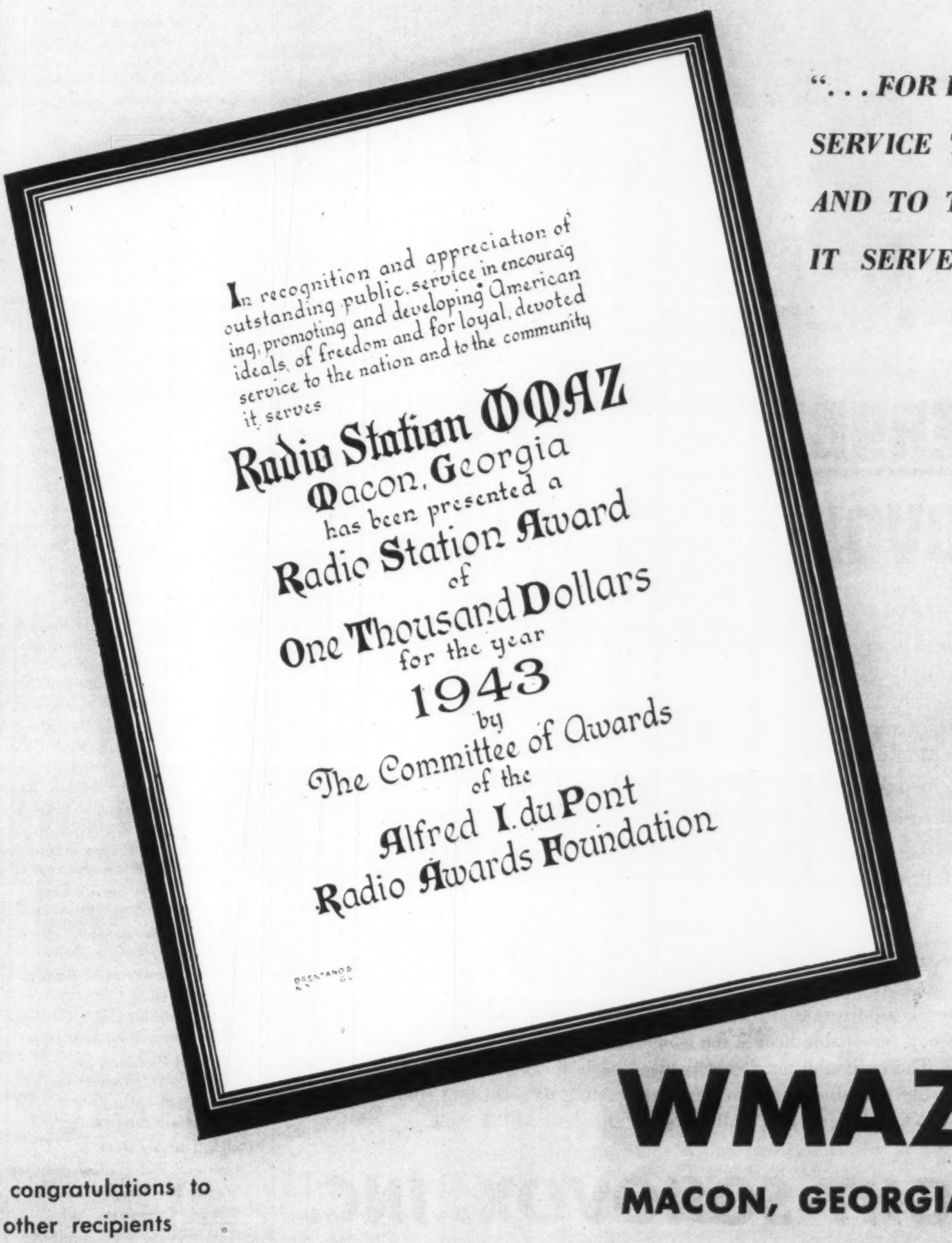
SYLVANIA

ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES

THE ALFRED I. DUPONT RADIO AWARDS FOUNDATION HONORS

WMAZ, MACON, GA.



In recognition and appreciation of outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and to the community it serves

Radio Station WMAZ
Macon, Georgia
has been presented a
Radio Station Award
of
One Thousand Dollars
for the year
1943
by
The Committee of Awards
of the
Alfred I. du Pont
Radio Awards Foundation

". . . FOR LOYAL, DEVOTED SERVICE TO THE NATION AND TO THE COMMUNITY IT SERVES."

Our congratulations to
the other recipients
of this honor:

Radio Station WLW
Raymond Gram Swing

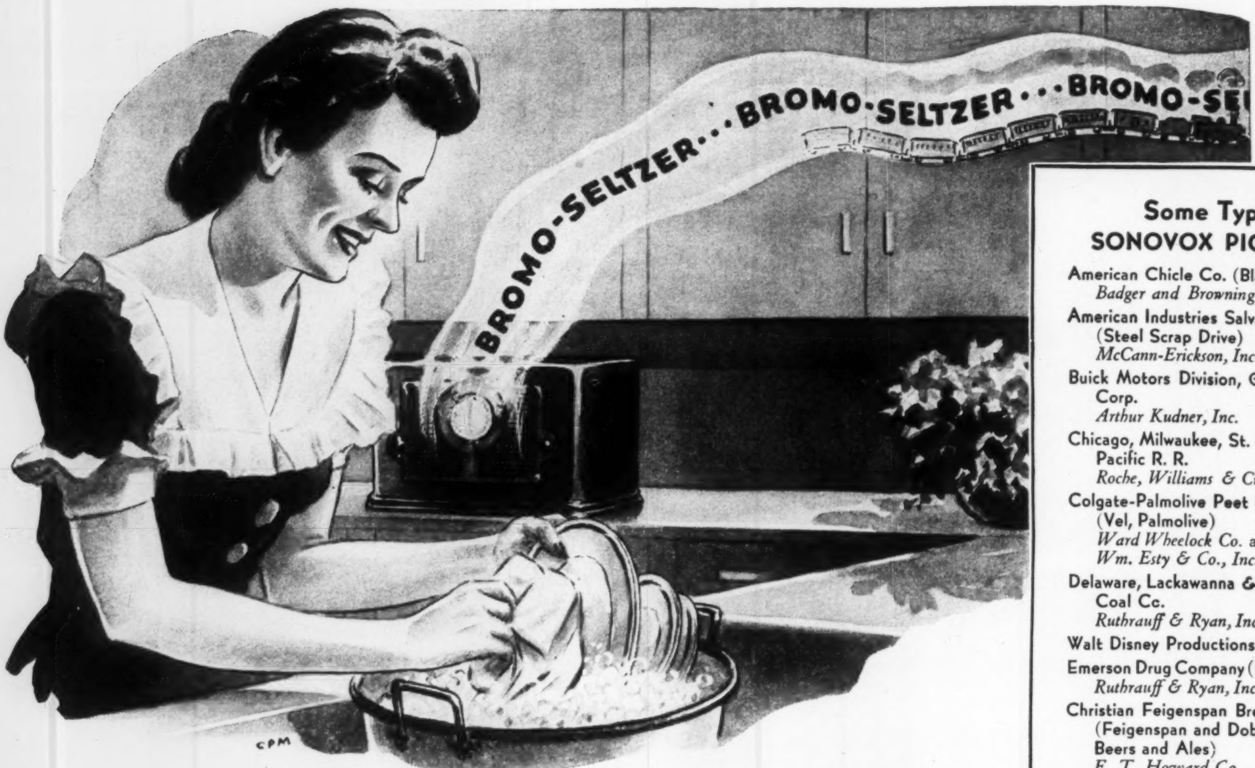
WMAZ

MACON, GEORGIA

Dominating Middle Georgia

5000 W
940 Kc

Represented By THE KATZ AGENCY



EVERYBODY HEARS A SONOVOX COMMERCIAL!

You remember the old Physics-class gag to the effect that a sound is not a sound unless there's an ear to hear it. Just as truly, an advertisement is certainly not an advertisement unless there's a mental impression. . . .

Sonovox and radio make mental impressions even where there are strong outside distractions. A "talking and singing sound" is so unusual, so interruptive, that it *gets over* even against the most formidable competition. Witness the Lifebuoy talking foghorn, the Bromo-Seltzer talking train, the Quaker Oats "busy signal"!

Sonovox makes radio commercials more arrestive, more recognizable, more memorable, more *effective*—at a fractional increase in radio costs.

Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., *Exclusive National Representatives*

CHICAGO: *180 N. Michigan*
Franklin 6373

NEW YORK: *444 Madison Ave.*
Plaza 5-4130

SAN FRANCISCO: *111 Sutter*
Sutter 4353

HOLLYWOOD: *1512 N. Gordon*
Gladstone 3949

ATLANTA: *322 Palmer Bldg.*
Main 5667

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
  Badger and Browning & Hersey, Inc.
American Industries Salvage Committee (Steel Scrap Drive)
  McCann-Erickson, Inc.
Buick Motors Division, General Motors Corp.
  Arthur Kudner, Inc.
Chicago, Milwaukee, St. Paul & Pacific R. R.
  Roche, Williams & Cunnyngham, Inc.
Colgate-Palmolive Peet Company (Vel, Palmolive)
  Ward Wheelock Co. and *Wm. Esty & Co., Inc.*
Delaware, Lackawanna & Western Coal Co.
  Ruthrauff & Ryan, Inc.
Walt Disney Productions
Emerson Drug Company (Bromo-Seltzer)
  Ruthrauff & Ryan, Inc.
Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
  E. T. Howard Co.
Feltman-Curme Shoes
  Russell C. Comer Advertising Co.
Forum Cafeterias of America
  R. J. Potts-Calkins & Holden, Inc.
Griesedieck-Western Brewery Co. (Stag Beer)
  Maxon, Inc.
Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
  Campbell-Ewald Co., Inc.
Andrew Jergens Co. (Woodbury's Products)
  Lennen & Mitchell, Inc.
Lever Brothers Co. (Lifebuoy Soap)
  Ruthrauff & Ryan, Inc.
Lyon Van & Storage Co.
  Batten, Barton, Durstine & Osborn, Inc
National Broadcasting Company
Naval Aviation Selection Board
Navy Seabees (U. S. Navy, Construction Battalions)
Office of Civilian Defense (Region Six)
Pabst Sales Company (Pabst Beer)
  Warwick & Legler, Inc.
Pan American Coffee Bureau
  Buchanan & Co., Inc.
Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)
Quaker Oats Company
  Ruthrauff & Ryan, Inc.
Radio Corporation of America
  Ruthrauff & Ryan, Inc.
Radio Station KOMA, Oklahoma City
Alvino Rey and his Orchestra
Shell Oil Company, Inc.
  J. Walter Thompson Co.
Stanco, Inc. (Mistol)
  McCann-Erickson, Inc.
U. S. Treasury Dept.
Universal Pictures Company, Inc.
Warner Brothers Pictures, Inc.
Willards Chocolates, Ltd.
  Cockfield, Brown & Co., Ltd.

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*Space no longer permits a complete list of Sonovox users.

BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 12 WASHINGTON, D. C., MARCH 20, 1944 $5.00 A YEAR—15c A COPY

Fate of Radio Legislation in Balance

Wheeler Version Of Bill Seen As Onerous

By SOL TAISHOFF

WHETHER there will be legislation to amend the Communications Act, emanating from the Senate Interstate Commerce Committee, at this session hung in the balance last week, with a radically altered and stiffened version of the original White-Wheeler Bill (S-814) in the hands of Chairman Wheeler (D-Mont.) but with several proposed revisions awaiting consideration.

The bill, said to be in preliminary form, has not yet been considered by the full Committee in any way and the co-authors, Chairman Wheeler and Sen. White (R-Me.) evidently do not see eye-to-eye on many of its provisions.

Opposition to Bill

Forced to buck heavy Administration opposition, the NAB Legislative Committee, headed by Don S. Elias, WWNC Asheville, during the last several weeks has conferred a number of times with Chairman Wheeler, who previously had submitted his proposed revised version of the bill to Sen. White and to the NAB Committee. The Committee itself last week, at Sen. Wheeler's request, submitted proposed revisions to the Wheeler draft.

The Wheeler draft, which has not been made public, was regarded by those familiar with its contents as far more onerous than the present Act and one that would broaden rather than restrict the powers of the FCC. The measure was drafted in Sen. Wheeler's office purely as a working draft, rather than a Committee print. Identified with the measure was Ed Craney, general manager of Z-Bar Network and friend and confidante of Chairman Wheeler, who acted ex-officio as Committee clerk during hearings on the White-Wheeler Bill last November and December.

To date, consideration given the measure cannot be regarded as anything more than conference discussion. The full Senate Committee is not acquainted, so far as known, with the revised draft of the bill. The NAB recommendations likewise have not been made public. It was difficult to establish precisely what the Wheeler draft covers in its present form.

Sen. White, occupied by his activities as acting Minority Leader of the Senate, a post which he will hold for the remainder of the session, had not conferred as contemplated with Chairman Wheeler on the revised draft. He has held one or two sessions with him. It was known he was not in sympathy with certain provisions inserted in the measure by Senator Wheeler.

While no official or formal comment was forthcoming regarding the scope or nature of the revised version of the measure, it was known that in its preliminary form and prior to any changes which may have been made as a result of proposals subsequently advanced, it provided:

(1) A five-man commission separated into two autonomous divisions of two men each, one for common carriers and the other for broadcasting, with the chairman of the Commission serving as chairman of both divisions.

(2) A far-reaching definition of public interest and "fairness" which would guarantee all classes of opinion equal time and give to any individual attacked on the air by commentators the opportunity to answer over the same facilities on the same period.

(3) Imposition of fines on stations for each infraction of the regulations, with a possible forfeiture of the preceding year's net revenue in cases of extreme violations.

(4) A rigid limitation of 50,000 w on station power.

These general provisons, if invoked, obviously would be more onerous than anything in the existing law. But throughout the conversations, it was emphasized that the draft was of a most preliminary character, and one of the first changes agreed to was the elimination of the proposed fine provision.

'Desist Order' Plan

The original White-Wheeler bill proposed a seven-man commission with two autonomous divisions of three men each and with the chairman serving only as executive officer. Chairman Fly of the FCC vigorously opposed the provision as making an "office boy" of the chairman. Later conversations centered around a rotating chairmanship annually—a provision which apparently was favored by Sen. White and which had substantial NAB Committee support.

In lieu of the fine provision, which was proposed by Chairman Fly as a penalty short of revocation, the suggestion has been advanced that a method of introducing "cease and desist" orders, paralleling those issued by the Federal Trade Commission in cases of false and misleading advertising, be adopted. This is believed to have received a favorable reception.

It was generally felt that a fine provision, such as that proposed by Chairman Fly permitting the Commission to fine stations $500 a day for each transgression, would be practically confiscatory and far more potent than the existing revocation procedure.

The "fairness" provision insist-

(*Continued on page 64*)

Elias Urges United Legislative Drive

Industry Should Avoid Internal Wrangling, He Declares

By DON S. ELIAS

**Executive Director, WWNC Asheville
Chairman, NAB Legislative Committee***

THE NAB at this particular time has several pressing problems to solve. There is much that might be said for or against network membership in the NAB, but to my mind that is one of our lesser problems at the moment. First and foremost is the grave question of whether we are much longer to have a privately operated industry.

Mr. Elias

I am opposed to chasing rabbits when we are on an elephant hunt. I for one decline to argue about network membership just now. The cooperation of the networks, as well as every other element of the industry, is needed for a united drive to accomplish the main objective—vitally necessary radio legislation.

At the moment new legislation is our No. 1 major objective. It seems to me we are in a favorable position to get it, if we will all unselfishly and sincerely in a spirit of fairness, endeavor to assist Congress in providing just and equitable legislation.

Within the past two weeks the NAB Legislative Committee has held several conferences with Senator Wheeler, chairman of the Interstate Commerce Committee of the Senate, and each time we have come away encouraged and hopeful for the future of private radio broadcast operation in this country. Senator Wheeler is well informed on the subject of radio broadcasting. He has given much time to the study of its problems and I am convinved is honestly and public-spiritedly trying to render a service to the people, to the Government and to an important industry by effectuating new legislation.

Senator White, co-author of the proposed legislation, has been largely occupied recently with his position of acting Minority Leader in the Senate. But we feel confident he and Senator Wheeler will soon try to coordinate their views on radio legislation. Undoubtedly Senator White's long study of radio problems will be invaluable in shaping radio legislation.

My suggestion is that all of us apply our time and talents right now to assisting in arriving at the right and correct answer, which should be the earnest desire of all of us. Let us reserve for a later date the luxury and pleasure of internal wrangling.

---

* Editor's Note: Lively interest in NAB organization has been manifest since the selection of J. Harold Ryan as president to take office April 15. Articles by Ed Craney, KGIR Butte, and Les C. Johnson, WHBF Rock Island, published in recent issues, have precipitated discussion. BROADCASTING asked Mr. Elias, as chairman of the NAB Legislative Committee, for his comments, published herewith.

Musicians' Wage Boost Assured In New Contract With Local 802

Retroactive Increases to Maximum of 'Little Steel' Code Granted at New York Key Outlets

AT RECENT presentation of the duPont awards at New York's St. Regis Hotel were: Top (l to r), Dr. Francis P. Gaines, president of Washington & Lee U., who made the presentations; William A. Schudt Jr., CBS station relations staff; Mrs. Jessie Ball duPont, donor, and Wilton E. Cobb, general manager of WMAZ Macon, small station winner. Center, Dr. Gaines; Mrs. duPont; Mark Woods, president of the Blue, and Raymond Gram Swing, winning commentator. Bottom, R. E. Dunville, Vice-president of the Crosley Corp., Cincinnati, and assistant general manager of WLW Cincinnati, large station winner; Mrs. duPont.

INCREASES up to the maximum allowed by the "Little Steel" formula (15% over the Jan. 1, 1941, base) are granted musicians employed at New York key stations of the four nationwide networks under an agreement reached last week with Local 802 of the American Federation of Musicians for a new three-year contract to succeed the one which expired Jan. 31.

As the previous contract gave increases at the time of execution and during the life of the contract, the new wage boosts are less than 15%. Staff men working five out of eight hours daily on sustaining programs are raised from $120 to $126.50 weekly (15% of their Jan. 1, 1941, pay of $110 a week). Men working four out of eight hours on commercial programs are raised $7.25 a week and those working five out of eight hours on commercials go up $15, from $150 to $165.

Increases Retroactive

Increases are retroactive to Aug. 1, 1943, under a cost-of-living clause in the previous contract which enabled the local to reopen the money question when the cost-of-living had increased a certain amount. New contract will also contain cost-of-living clauses permitting the union to ask for increases at the beginning of each year of the pact and the companies agreeing to grant them if warranted by rising living costs. Networks will also be empowered to ask for decreased wages if living costs fall, with the proviso that in no case will wages be reduced below the starting scale of the new contract.

Minimum number of staff men employed at each station remains the same as before: 65 at WABC (CBS), WEAF (NBC) and WJZ (Blue), and 40 at WOR (MBS). Union had asked WOR to increase its staff to a parity with the others. The union secures jurisdiction over all supervisory personnel of network music libraries, but not over purely clerical help, with the networks agreeing to increase the number of assistant librarians employed.

Rates for one-time engagements are raised from $12 for programs of one hour or less to $14 for programs of 30 minutes or less and $18 for programs of more than a half-hour but not to exceed one hour. Rehearsal rates remain the same, $6 an hour. Piece work rates for arrangers and copyists are increased by varying amounts from 25% to 100%. Both the one-time broadcast and the piece-work rate increases become effective April 1, 1944.

NABET Threat

Turntable operators are to be AFM members, effective June 1, 1944, with weekly salaries of $50 for the first year, $60 the second year and $70 the third year of the contracts, for a 40-hour, five-day week. Date is that immediately following the termination of contracts of NBC and Blue with National Assn. of Broadcast Engineers and Technicians, independent technicians union, whose members presently handle the turntables as part of their technical duties.

Other stories on music situation on pages 12, 14 and 34.

NABET, which also has a contract with WOR, has threatened to fight any attempt to turn the handling of turntables and recordings over to the musicians and has already demanded that in Chicago, where the recorded programs are handled by the musicians under an exception in the NABET contract with NBC, that network restore these duties to NABET members. Union contends that the exception expired Jan. 31 with the termination of the former AFM contract.

CBS Problem

CBS technicians are members of the International Brotherhood of Electrical Workers, like AFM an affiliate of the American Federation of Labor, and it is understood that IBEW will not fight the allocation of record playing duties to musicians but will abide by a decision made some years ago by William Green, AFL president, giving the AFM jurisdiction over this field.

Time permitted for delayed broadcasts has been increased from the present 48 hours to a full week as the period which the union will permit to elapse between the original network broadcast and the delayed broadcast by recording. This seven-day interval provision will also be made a part of the contracts in Chicago and Hollywood to provide a standard practice on a nationwide basis. A misunderstanding on this point resulted in a strike threat in Chicago last week, which was promptly lifted when the national union informed the Chicago local of the general agreement terms.

Details of the New York contracts are now being worked out and it is expected that the documents will be ready for signature before the end of the month. Agreements have also been reached in Chicago and Hollywood [BROADCASTING, March 6, 13].

Engineering Test

UTILITIES ENGINEERING Institute, Chicago (plastic research), on March 13 began sponsorship of *Nothing But the Truth*, featuring Alexander McQueen, a quarter-hour discussion of the uses and training in uses of plastics, Mondays through Fridays on WJJD Chicago. Campaign is a test. Agency: First United Broadcasters, Chicago.

Ivoryne Expands

GUM LABS., Clifton Heights, Pa. (Ivoryne chewing gum), expanded to 123 Blue Network stations, March 18, on its quarter-hour program, *Hello Sweetheart*, Saturdays. Featuring Nancy Martin, vocalist, the program began Dec. 18 on 38 Blue Network stations. Agency is McCann-Erickson, N. Y.

NBC Group Urges Legislative Action

Trammell's Views Are Upheld At Meeting in Chicago

RATIFICATION of radio's right to freedom paralleling the freedom of speech and press, was given last week when 60 representatives from 32 midwestern affiliated stations of NBC favoring enactment of national legislation designed to secure that freedom. Their declaration followed sessions of NBC's Third Annual War Clinic, held in the Drake Hotel, Chicago, March 13-15, and was an affirmation of the stand taken by Niles Trammell, president of NBC, when he appeared before the Senate Interstate Commerce Committee last December.

The station men presented their thesis in the form of a resolution addressed to Mr. Trammell, the text of which follows:

> Whereas, in his testimony before the Interstate Commerce Committee of the U. S. Senate, Niles Trammell, president of NBC, enumerated the principles which should be incorporated in the laws pertaining to broadcasting regulations in order to preserve broadcasting as a free American institution: Therefore, be it resolved by the Third and Fifth District Affiliates of NBC, that they hereby endorse the position taken by Mr. Trammell in his testimony and earnestly urge upon all broadcasters that they exert every effort to secure the enactment of legislation which will guarantee a freedom for radio comparable with the freedom of speech and the press which are provided for in the Bill of Rights.

The Chicago Clinic was one of five being conducted by NBC. Other meetings have been held in New York, Atlanta and Dallas, and a fifth will be held in Los Angeles later this month.

Mr. Trammell opened the conference with a luncheon address Monday. The remainder of the Clinic was devoted to meetings of representatives of stations and members of NBC's Stations Planning & Advisory Committee; speeches by network executives; conference on engineering problems; panels on television, FM and programs.

Among those in attendance at the Chicago Clinic were:

Gene Pulliam, WIRE; John Alexander, KODY; Ed Allen, WIBA; Stanley W. Barnett, WOOD; J. E. Baudino, Frank V. Webb and R. E. White, KDKA; Col. B. J. Palmer and J. O Maland, WHO; W. C. Bridges, WEBC; George M. Burbach, KSD; Harry Burke, WOW; J. B. Conley, WGL; C. C. Clements, KYSM; Howard Dahl, WKBH; Walter J. Damm, WTMJ; Sam Fantle Jr., and Morton Henkin, KSOO-KELO; Dean Fitzer, WDAF; F. E. Fitzsimonds, KFYR; Milton L. Greenebaum and Sanford Skinner, WSAM; Herb Hollister, KANS; Stanley E. Hubbard, KSTP; George M. Jackson, WBOW; Clyde Riddle, WEAU; Barney Lavin, WDAY; Clarence Leich, WGBF; V H. Pribble, WTAM; John J. Louis, KTAR; Howard Chamberlain, WLW; R. H. Owen, KOA; Fred Schilplin, KFAM; F. P. Wallace, WWJ; William Wyse, KWBW.

CB&Q Zephyr Show

TO CELEBRATE the 10th anniversary of its all-steel streamlined Zephyr, the Chicago, Burlington & Quincy Railroad, Chicago, has signed for a one-time shot on the full Blue network, Monday, April 10, 11:45-12 noon. Agency is Reincke-Ellis-Younggreen & Finn Inc., Chicago.

Television - - A Post-War Maker of Jobs

Joyce Shows How Visual Medium Will Spur American Industry

By THOMAS F. JOYCE

Manager

RCA Phonograph & Television Dept.

HE American Institute of Pub-ic Opinion—better known as the allup Poll—recently invited more han 3,000 voters of the country, selected as to represent accu-ately all segments of American ife, to tell what questions they ould like to ask President Roose-elt. Leaving aside purely military ubjects, the questions included:

"How will we avoid a depression fter the war? Will there be jobs or all of us? Will the soldiers be ble to find work? Will our wages e cut when peace comes? What is eing done to make sure that peo-le won't have to go on relief gain?"

And many other questions of ke nature. Gallup discovered the uestions uppermost in people's inds. But Gallup could not give he answers.

Must Come From People

The positive, affirmative answers these human questions must ome from the people themselves, hrough their leaders in govern-ent, agriculture, labor and busi-ess management. The leaders of hese predominant groups, as well s the other social and economic roups in the United States, work-g in cooperation and harmony, ust provide the answers.

As I said, the answers must ome from the people themselves, or the American system is based n individual initiative and enter-rise. Here is a system which has utproduced the enemy on the ome front and which, once again, demonstrating what American dividual initiative means on the attlefront. This is the system to hich Premier Stalin drank a toast hen he said:

"Without American production he United Nations could never ave won the war."

Obviously, then, our postwar roblem will not be one of pro-uction. It will be one of distribu-ion. Only as people buy goods are eople put to work growing farm products or turning out manufactured products.

Since our American system is based on individual initiative, the responsibility for furnishing the fuel that will keep this production engine fully loaded necessarily falls upon business management. Specifically, it is the sales management group that must carry the load. They—the sales managers—must develop a total demand for goods and services that will keep all the people who wish to work fully and profitably employed.

They must find ways of getting merchandise from our farms and from our factories to the ultimate consumers at lower costs.

They must reduce the time needed to show consumers the advantages of the new postwar products and services and to bring about rapid buying of those goods and services on a large scale.

How to Sell

The sales managers must find more effective ways to show consumers how to use the products of our farms and factories to improve health, lighten the burden of our domestic and farm work, raise the standards of education and culture and bring material happiness and well-being to every home.

How can they—the sales managers—do this?

Rather than try to answer that question myself, I have sought answers from a number of leaders in American life. One such leader is Paul Hoffman, president of Studebaker and Chairman of the Board of Trustees of the Committee for Economic Development. He came up via the sales manager's route. He is one of America's greatest sales managers. Here is what he has to say:

"The coming of peace will create a challenge to the sales executives of the United States. They must take on a large share of the responsibility of keeping our factories and our farms in abundant production through their sales activities.

"It is estimated that by the end of 1944, the American people will have accumulated individual savings of 100 billion dollars. That 100 billion dollars is static so long as it remains in the form of nonproductive savings. It becomes a dynamic productive, giving jobs to millions, only as it is transformed into effective consumer buying.

"In the postwar period, the sales executives must assume the responsibility of putting this accumulated purchasing power—as well as the postwar earning power of the people—into motion and thus into jobs

"New and better weapons are playing a large part in defeating the enemy. Our postwar sales executives must also make use of new instrumentalities if they are to create the volume of consumer purchases necessary to support our greatly expanded production facilities. The most far-reaching and comprehensive new instrumentality for the presentation of new ideas is now on the threshold—television.

"When television is established as a nation-wide service, it will enable sales executives to *demonstrate* their product simultaneously in millions of homes. Television makes it possible to project the most effective sales presentation directly into the intimacy of the family circle. Television is dynamic salesmanship.

"In 1940, 46,000,000 people were gainfully employed. If the intelligent advertising and sales use of a nationwide television system increases the demand for goods and services by only 1%, the effective result will be to create, in terms of 1940 employment standards, 460,000 new jobs. I would not be the one to say that a so far-reaching development as television could not be responsible, within a decade after its full commercialization, for increasing the demand for goods and services by as much as 10%. That would mean potentially 4,600,000 new jobs that have been created as a result of the increased purchasing of goods and services brought about by television.

Video Contribution

Paul Hoffman is not in the television business. He doesn't stand, so far as I know, to make a penny out of television—except as he can use a television broadcasting system to help sell the products of his company. But Paul Hoffman has a larger interest than just the Studebaker Company. He has demonstrated during these years that he is vitally concerned with the success of the American enterprise system. In his capacity as Chairman of the Committee for Economic Development, he has great faith in the contribution which television can make toward more effective distribution of goods and services, which in turn mean more prosperity and more jobs.

Paul Hoffman is not alone in this belief. In discussing the subject of television, Ed O'Neil, president of the American Farm Bureau, said:

For centuries the farmer has had to live an isolated life. Modern forces have been breaking this tradition down. First came the R.F.D. Then the telephone. Then the automobile. Then radio. All that's nessessary to make the farmer as much a member of the commercial community as your next-door neighbor is television.

Television will undoubtedly stimulate the desire of people everywhere for better foods, fancier farm products. Higher average farm income should prevail. If the farmer is thus permitted to share in a general increase in prosperity, he will continue to buy more manufactured goods, and contribute substantially to the increased employment and welfare of all concerned.

What is it that Paul Hoffman sees in television?

What is it that Ed O'Neil sees in television?

What is it that Winston Churchill saw in television when he said:

I hope to see a vigorous revival of healthy village life . . . what with modern methods of locomotion and the modern amusements of the cinema and the wireless to which soon will be added television, life in the country and on the land ought to compete in attractiveness with life in the great cities.

These leaders and others in our political, economic, social and religious life see in television the great scientific accomplishment which will break down the last barriers of man's isolation.

Now, to the magic of radio sound, has been added the magic of sight. A much greater revolution is ahead of us than when sound was added to the motion picture. The Chinese proverb states "One seeing is better than a hundred hearings." From this, I would deduce that the relative importance of television over radio—FM or standard broadcasting—is in the ratio of 100 to 1.

Let's see how this new system of communication—television—is going to work to help sales managers sell more goods, thereby keeping our farms, factories and services busy and making more jobs.

First, listen to this radio commercial selling Beer:

ANNR: Believe me, men . . . for a real thirst-quencher, there's just NOTHING like a cool foaming glass of Ruppert beer! The minute you pour it out, you see how clear and sparkling and golden it is . . . makes you thirsty just LOOKING at it! Now taste it . . . enjoy its smooth light

(*Continued on page 28*)

THOMAS F. JOYCE, RCA Victor executive, as he addressed the Sales Executive Club. Seated: Allen B. DuMont, president of DuMont Laboratories and president of the recently formed Television Broadcasters Assn., who introduced the speaker. Commercials telecast by NBC were picked up on DuMont, GE, Philco and RCA receivers.

ELEVISION had a coming-out party in New York last Tues-ay. About 1100 sales executives heard and saw Thomas F. oyce, dynamic manager of RCA Victor's Radio Phonograph nd Television Department, depict the new advertising medium, oised to get under way when hostilities end. "Live" commer-ials involving new techniques were demonstrated to punctuate he address that drew for the Sales Executives Club of New ork its largest audience in 11 years. Paraphrasing the Chinese roverb of a picture being worth a thousand words, he said the elative importance of television over aural broadcasting "is in he ratio of 100 to 1". He predicted that within 10 years tele-ision will be fully commercialized and will be a "billion-dollar ndustry" providing millions of new jobs. His comments about elevision allocations and regulations foreshadowed an impend-ng battle of the spectrum. The demonstration was seen as the ick-off of RCA's campaign for television's commercial debut.

Clark Committee Reopens AFM Probe

Network Record-Turner Agreements Attacked

By Cal Smith

SUDDEN decision to reopen the Senate committee inquiry into the American Federation of Musicians, because of its insistent money demands from radio on grounds of purported unemployment relief, was reached last week by Senator D. Worth Clark (D-Idaho), chairman of the Interstate Commerce subcommittee. Hearings have been called for today (March 20) at 10:30 a.m. in the Senate Caucus Room.

While no formal statement was made by Senator Clark, he announced that Dr. Joseph E. Maddy, head of the Interlochen Music Camp, which was ruled off the Blue by the AFM czar two years ago because of "amateur" competition with live musicians, would appear as the first witness. Dr. Maddy had asked to be heard when the committee began public hearings in January 1943, but the proceedings were recessed at that time when Mr. Petrillo agreed to seek a settlement of the strike on recordings.

'Disastrous Effects'

Senator Clark also had before him a letter from Calvin J. Smith, president and general manager of KFAC Los Angeles and an NAB director, sharply attacking purported arrangements reached by the major networks with AFM on mandatory use of musicians as record-turners. It was expected the letter would be read into the record, with statements asked from the networks regarding the still pending negotiations with AFM on renewal of contracts, which expired last month at network originating points.

Mr. Smith, an independent operator, criticized the reported agreement of the networks as one that in his judgment "will have disastrous effects upon the broadcast station operators throughout the entire United States." If the musicians could control the phonograph records and transcriptions with technicians and announcers not permitted to touch them, "a strike of musicians would automatically put the stations off the air," he charged.

With the resumption of the hearings before the six-man subcommittee, Herbert M. Bingham, Washington attorney and special committee counsel, will pick up where he left off more than a year ago on examination of witnesses and introduction of evidence. Mr. Petrillo, flanked by Joseph A. Padway, AFM counsel, was on the stand two days, when he agreed to seek a settlement of the recording strike.

What effect the action of the tripartite panel of the War Labor Board, rejecting the Petrillo unemployment relief philosophy on all counts [BROADCASTING, March 13], will have upon the committee proceedings was not clear. Since the panel found that no unemployment exists among musicians, that two out of three AFM members are otherwise gainfully employed, and that radio in no way has caused unemployment, it was thought the committee might decide to go all the way on the AFM controversy as a test of the "made work" issue. The platter-turner aspect, for example, focuses attention on this aspect, as does the Interlochen school ban.

When the NAB Legislative Committee met with Chairman Wheeler (D-Mont.) of the full Interstate Commerce Committee last Monday (March 13), he read the letter from Mr. Smith. He asked the representatives of the major networks—F. M. Russell, NBC vice-president, and Joseph H. Ream, CBS vice-president, who are Legislative Committee members—to advise him regarding the contractual negotiations with AFM and any commitments made. Shortly thereafter,

(*Continued on page 59*)

FCC Asks Time to Prepare Testimony on Draft Deferment

Committee Ponders Selection of New Counsel as Several Phases of Inquiry Are Delayed

HEARINGS of the House Select Committee to Investigate the FCC were abruptly postponed last week until Tuesday (March 21) to give the Commission time to prepare its rebuttal to charges leveled last year that it had "procured the exemption from military services of a large number of persons not entitled thereto".

Meanwhile the Committee held several executive sessions last week to interview candidates for the post of general counsel to succeed Eugene L. Garey, resigned. Although Chairman Lea (D-Cal.) left his office Thursday for the week-end and could not be reached, other Committee members said several attorneys were under consideration. At least two men prominent in the legislative field have rejected the post.

Harry S. Barger, chief investigator and himself an attorney, has been serving as acting general counsel. He will continue until a permanent counsel is selected.

Three Subjects

Postponement of the hearings for a week came late Tuesday following a Committee meeting at which Rep. Hart (D-N.J.) is understood to have insisted that Chairman Fly confine his testimony to rebuttal as outlined March 7 by the Committee chairman in open hearing. Mr. Hart insisted that Mr. Fly had read into the record statements that had no bearing on the investigation.

Three subjects were to be postponed until the Committee employs general counsel. They include: Radio Intelligence Division, Foreign Broadcast Intelligence Service and the sale in 1940 of WMCA New York. Procedure agreed on by the Committee embraced the alleged draft deferments and so-called "gestapo" activities of the Commission with reference to foreign-language broadcasters.

Following his testimony last Tuesday on Pearl Harbor and fingerprints, Chairman Fly informed the Committee that he was prepared to go ahead with the Interdepartment Radio Advisory Committee. Rep. Magnuson (D-Wash.) on behalf of Rep. Hart, who was absent, interposed an objection, declaring that the Committee had agreed to take up draft deferments and the foreign-language charges.

When Chairman Lea asked Mr. Fly if he was ready to proceed with rebuttal to the draft deferment charges, the FCC chairman said:

"I have two observations to make on that: (1) It deals almost exclusively with the excluded subjects of RID and FBIS; and (2) I think when you do come to that it would be well if the chairman of our agency committee might present the testimony on that point, because he is much more familiar with that than I. That is Commissioner Case. First I raise the question of whether you want to go into the consideration of personnel of those two divisions, testimony concerning which is excluded by your ruling; and, if you do, I think the agency committee should present the evidence."

During an off-the-record discussion Mr. Fly was instructed to be prepared to present the Commission's side of the draft deferment charges Wednesday morning. Following conferences of Charles R. Denny Jr., FCC general counsel, with Mr. Barger and his assistant, Harvey Walker, attorney-investigator, it was announced at Chairman Lea's office that the hearings were postponed a week to give the Commission time to prepare its case.

Norman E. Jorgenson, assistant to Chairman Fly, said the postponement was requested (1) to permit the Commission's law department to prepare a case and (2) because the Commission felt th since those deferred were employe in the RID and FBIS, the deferment story should folow the Commission's presentation of the i telligence divisions.

In a written statement, whi Mr. Fly placed in the record wit out reading, the FCC chairma told how the Commission we about getting fingerprints on "voluntary" basis from the cou try's radio operators. He said lis of all Nisei amateur station li censees in Hawaii and elsewher were furnished the FBI through out 1941 and that "information a to all amateur licenses issued i Hawaii had been given the military since 1935".

Some Aliens Found

"About 1,000 of the communica tions company employes were fou to be aliens and lists of the were furnished the War, Nav State, Treasury and Justice Departments," the statement sai Mr. Fly pointed out that of som 330,000 operators "a handful we determined to have been alie owing allegiance to the Axis cou tries".

Referring to Mr. Garey, th statement said: "Committee cou sel's attempt to paint even th Navy Department with a red brus by alleging that the authority wa not exercised after Germany attacked Russia and, entirely inco sistent, to imply the Commissio was responsible for the Navy's alleged stopping of this work because the prints were not turne over to the FBI is, of cours completely abortive. The Navy i still exercising this authority an made full use of the Commissio operator files both before and afte the prints were turned over t the FBI."

Also placed in the record by th FCC chairman were 41 letter mostly between the FCC and Dep of Justice on the fingerprint controversy. Of the 41, the record already contained 34, placed there b Mr. Garey.

Mr. Fly also placed in the recor a statement in which he deni charges that he had blocked wiretapping legislation.

When Chairman Fly resumed th stand last Tuesday he correct his testimony of the week befo to the effect that Reuters was give preferential treatment over American press associations for dispatches between the same poin "My previous testimony in regar

(*Continued on page 48*)

Charles Gnarl

IT'S ANOTHER Charles Michelson, says Charles Michelson, radio production and transcription executive, when he is asked about an article in BROADCASTING that mentioned Charles Michelson, former publicity director of the Democratic National Committee.

A MAIL-ORDER SUCCESS STORY

Here's a honey of a coverage story.

18,714 people sent 4¼ million dollars to WHO to buy investment securities. Returns came in from 44 states, 2 territories and 2 United States dependencies.

The average of all sales was $226.72. Time of broadcasts was 10:30 to 10:45 P.M., four nights per week. Late evening periods are very successful on a 1-A Clear Channel 50 kw station.

These same securities were readily available over-the-counter at every bank and post office and many other places in every community in the USA. But 18,714 people in 2,014 cities and towns took the trouble to write a letter and a check (or secured a money order) and mail it to us. An indication of confidence in our reliability in handling important money, plus loyalty to good old WHO.

About 55 percent of these orders came from towns *outside of Iowa*. This is the *plus* coverage of *Iowa Plus*.

We have purposely refrained from mentioning the name of these securities to avoid the appearance of bragging about our part in the war effort. We're not—this is a mail-order success story.

However, you'll be interested to know—the securities were Series E War Bonds.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Petrillo Plans Court Fight on WLB Rule

Will Ask Further Hearings Before Full Board

By JACK LEVY

DEVELOPMENTS last week following the recommendation of the War Labor Board tripartite panel that members of the American Federation of Musicians end their strike against the transcription and recording subsidiaries came thick and fast as both sides in the controversy prepared for the next round in the battle—the determination of the full Board to approve, reject or hold further hearings before acting on the panel report.

Results of Findings

Outstanding results of the drastic anti-Petrillo findings of the panel were:

1. James C. Petrillo, AFM president, asserted he would take the case to the Supreme Court should the Board sustain the panel's recomendations.
2. Joseph A. Padway, AFM counsel, challenged the Board's jurisdiction in the dispute and announced he would ask for further hearings before the full Board.
3. C. Lloyd Egner, vice-president in charge of NBC Radio Recording Division, Robert P. Myers Jr., RCA attorney, and Ralph Colin, Columbia Recording Corp. counsel, conferred in Washington to prepare joint comments on the report in the the 10 days alloted by the Board for filing briefs.
4. Standard Radio, one of the transcription firms which withdrew as an active participant in the dispute with AFM, advised stations that it is supporting RCA, Columbia and NBC and that its present contract with AFM will be nullified if the Board upholds the panel recommendations.
5. Sen. D. Worth Clark (D-Ida.), chairman of the Senate subcommittee which held hearings last year on the AFM, reopened the inquiry to permit further testimony. (See p. 12.)
6. Newspapers were practically unanimous in praising the action of the WLB panel. The tone of many editorials was that Petrillo had at last been stopped but that Congress should enact legislation to prevent the AFM from renewing its demands after the war. (See page 34).
7. Other transcription companies which made contracts with AFM reserved the right to negotiate new agreements pending the outcome of the WLB action.

Mr. Petrillo expressed the opinion that the full WLB would not accept the panel's recomendations, but regardless of its action he is determined to carry the fight to the finish. It will take a decision of the Supreme Court, a vote by the AFM at its annual convention, or an order by President Roosevelt to cause him to return the musicians to work, he said.

'Recordings Plentiful'—Petrillo

"This fight started long before there was a War Labor Board or a Smith-Connally Act", he declared. "The fight does not involve a war industry and recordings are plentiful. Had we known there was going to be a War Labor Board, we probably would not have started this fight until after the war."

The AFM president blamed the RCA and CBS recording subsidiaries, as well as the WLB, for the present plight of the union. He declared that the two companies have been using the WLB as a "club" and that they would have signed along with the other transcription companies long ago if there were no WLB.

"Where does it make sense for the men to go back to work for two companies when 59 companies have agreed to our demands?" he asked. Recalling that in the case of four transcription firms the panel expressed approval of a contract providing for direct payment to the union, he added: "How can the same panel express its approval of men going back to work with a contract and then ask us to go back to work without a contract?"

Padway Disagrees

Mr. Padway, while asserting his complete disagreement with the recommendations of the panel and his readiness to argue the case before the full Board, claimed that the panel report vindicated the position of the union and constituted an AFM victory. The report, he said, "sustains our fight, sustains our morality, and shows that our position was consistent with social policy. It virtually accuses the employers of sophistry in their arguments against us".

Reiterating his previous assertions that the Board has no jurisdiction in the AFM dispute, which the panel held otherwise, Mr. Padway contended that the panel's recommendations have no foundation in law. He announced that he will file a brief with the Board by Tuesday asking that he be given an opportunity to present arguments.

Counsel for the RCA, NBC and Columbia recording companies, on the other hand, expressed satisfaction with the panel recommendations and stated they will not ask for hearings. However, they planned to file comments with the Board on the panel report. A joint statement issued by Mr. Myers, counsel for RCA Victor Division of RCA and Radio Recording Division of NBC, and Mr. Colin, counsel for Columbia Recording, set forth their position as follows:

Industry Satisfied

"We are gratified that after so lengthy and complete a hearing of the parties and so thorough a consideration of the issues the Panel of the WLB has recommended that the WLB itself issue an order directing the musicians union to terminate its strike against the recording and transcription companies to the end that the conditions prevailing on July 31, 1942 be restored.

"At this stage of the proceeding the Panel's opinion is, as stated, merely a recommendation to the WLB. We look forward to an early and ultimate determination of the question by the Board. We feel confident that the position which the companies have maintained throughout the proceeding is sound and hope that the Panel's recommendation's will be accepted and that the back-to-work order will be issued. Until that final decision is
rendered by the WLB and wh
the matter is still under conside
tion we desire to make no fur
comment."

Meanwhile, Standard Radi
Decca and other companies wh
withdrew from the proceedings b
fore the panel defended their a
tions in signing contracts with t
AFM on the ground that they w
in no position to continue opp
tion.

Standard Hails Action

M. M. Blink of Standard, in
bulletin sent to all stations fol
ing the news of the panel's ac
declared:

"Although we withdrew from t
proceedings last October and m
a deal with Petrillo's union, t
reason for such action is kn
to all of you. Our outright sy
pathy and moral support has r
mained with RCA, Columbia Re
cording and NBC and we rej
with the industry in this first cl
cut indication of ultimate victo

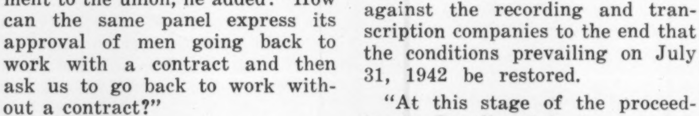
"Had our interests been
varied and involved (for insta
RCA deals with nearly 60 diff
ent unions), we too would ha
continued as active participants i
the fight rather than as a si
line cheering section.

"We hope the hearings to fol
before the full WLB will be h
and expeditiously handled and
final decision given the compa
who certainly have the right on th
side. You doubtless realize t
if the WLB upholds the rec
mendation of the Panel, our c
present deal with the AFM w
be nullified."

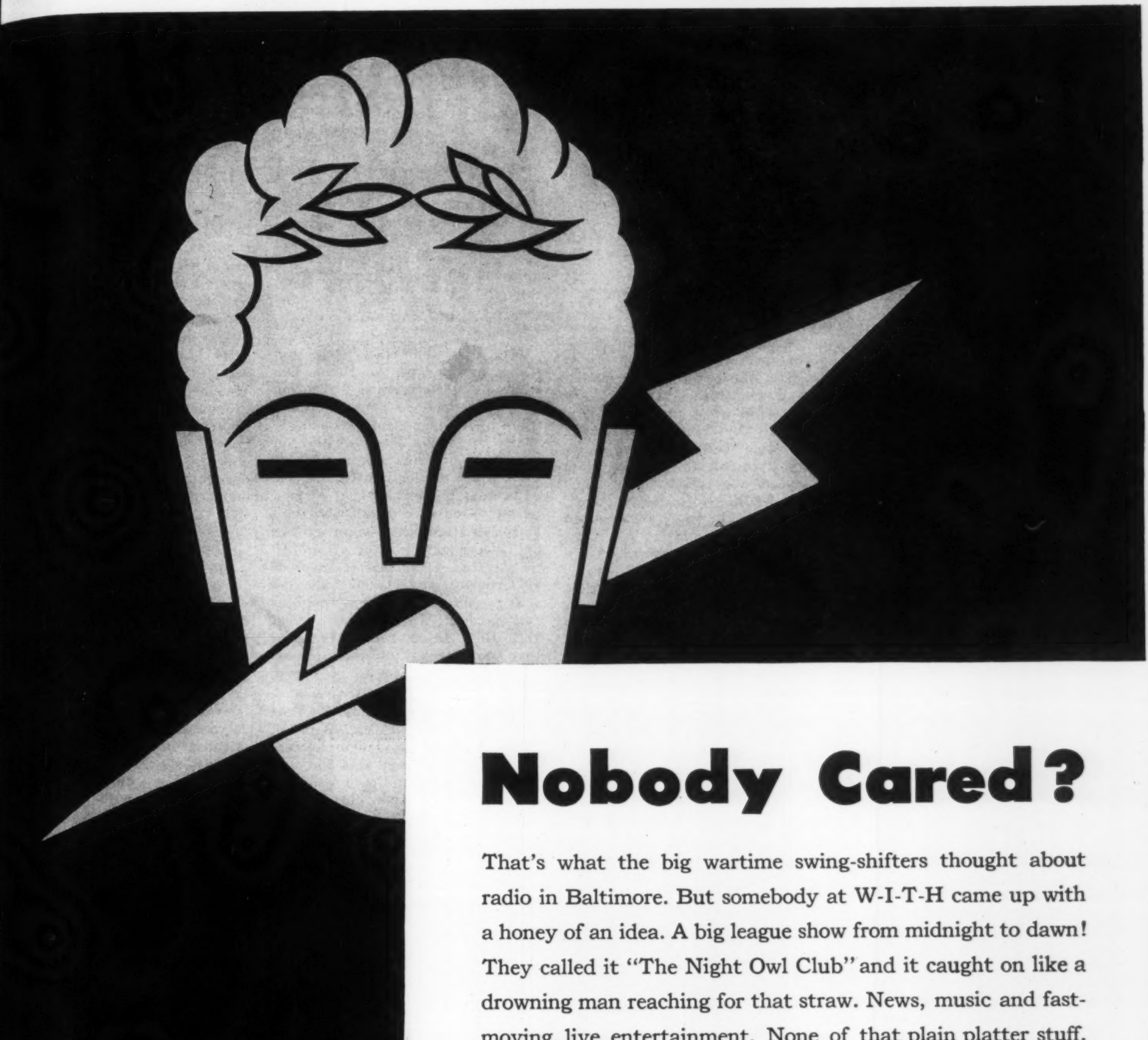
Decca Seeks No Advantag

Milton Diamond, attorney f
Decca, said that if RCA Vic
CRC and NBC Radio Recordi
negotiate contracts with more f
vorable terms as the result of t
panel recommendations, D
would have the right to ask f
the same terms for itself a
World Broadcasting System. Bu
he added, if the others can g
Government directive ordering t
union members back to work o
the old basis, Decca would not s
to take advantage of that si
tion.

A. Walter Socolow, attorney w
represented the joint action of t
seven transcription compan
against the union ban on reco
ings, said that in all probability t
companies may, if they desi
receive whatever terms are gi
to NBC, CRC and RCA. H
pointed out that if WLB acts i
accordance with the panel recom
mendations there will still be ter
to be negotiated by these compa
and the union before any contr
is signed and that such terms wo
then be available to all compa
who signed the "four-compa
contract with AFM.



IN RECOGNITION of their ten years of service with Associated Broadcasters, operators of KSFO San Francisco, Royal V. (Doc) Howard (left) and Blenda Newlin, secretary to Vice-President and General Manager Lincoln Dellar (right), were presented with a brief case and wrist watch, respectively, by W. I. Dumm, president of Associated Broadcasters.



Nobody Cared?

That's what the big wartime swing-shifters thought about radio in Baltimore. But somebody at W-I-T-H came up with a honey of an idea. A big league show from midnight to dawn! They called it "The Night Owl Club" and it caught on like a drowning man reaching for that straw. News, music and fast-moving, live entertainment. None of that plain platter stuff. Folks are joining "The Night Owl Club" by the hundreds every day. That's the kind of programming that enables W-I-T-H to come up time after time 24 hours a day with the lowest-cost-per-dollar-spent. Want to hear more about the "Night Owls"?

W-I-T-H

THE PEOPLE'S VOICE IN BALTIMORE

ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK

TOM TINSLEY, President

Represented Nationally by Headley-Reed

Dies Accepts Jergens Offer of Time

Committee Subpenas All Winchell Recordings And Scripts

By BILL BAILEY

REP. MARTIN DIES (D-Tex.), chairman of the House Special Committee to Investigate un-American Activities, has accepted a telegraphic offer of the Blue Network Co. and the Andrew Jergens Co., Cincinnati, sponsor of Walter Winchell, to reply to Mr. Winchell in the 9:15-30 spot Sunday, March 26, he announced Friday night.

Following a meeting of network officials in New York last Friday afternoon, attended by Kenneth H. Berkeley, Blue Washington director and general manager of WMAL, and officials of Lennen & Mitchell, agency handling the Jergens account, Mark Woods, Blue president, and Philip W. Lennen, president of the agency, wired Rep. Dies the offer.

Warning by Dies

The Friday conference of network officials and the agency followed a telegram from Rep. Dies warning that unless the Blue Network took "appropriate action" with reference to Mr. Winchell, "the Congress and the great majority of American people will be forced to conclude that you approve and condone" the broadcast of "false statements".

"I am very happy to accept the kind offer of the Blue Network and the Andrew Jergens Company," Rep. Dies told BROADCASTING.

George V. Denny Jr., president of Town Hall and moderator of *Town Meeting of the Air* on the Blue, telegraphed both Mr. Winchell and Rep. Dies, asking them to appear on the program March 30 to debate the question: "How Far Should Freedom of Speech on the Air Go?" Congressman Dies said he couldn't give an answer to Mr. Denny "because I want to get straightened out on this Winchell problem first".

Prior to the meeting of the Blue officials Friday afternoon Mr. Woods was served with a *duces tecum* subpena by the Dies Committee to produce "forthwith" all scripts and recordings of Mr. Winchell's broadcasts for the last two years, according to Robert E. Stripling, Committee general counsel. In his telegram to Chairman Dies, Mr. Woods said: "We are presently assembling scripts and recordings of past broadcasts which your Committee desires and will be pleased to cooperate completely with the Committee in its inquiry."

Rep. Dies said a thorough analysis of the scripts would be made and that the Committee would subpena some 30 witnesses, including officials and employes of the Blue Network, the Jergens Co. and Lennen & Mitchell. He also hinted that the Committee would subpena "documentary evidence" other than the Winchell scripts and recordings.

Rep. Dies on the floor of the House last Thursday continued his criticism of Mr. Winchell and the Blue Network, which began March 9 when he aired his request for time to reply to Mr. Winchell and read into the *Congressional Record* a letter from Mr. Woods. Last week he charged Mr. Winchell with "deliberately and knowingly spreading falsehoods over the airways," and quoted a dispatch from Miami Beach in which the Blue commentator was quoted as saying: "Dies is the kind of a man who does not like any kind of criticism. Some time ago he asked Drew Pearson to please ask Winchell to lay off him. When I told Pearson to tell him to go to hell I expected him to use the *Congressional Record* to even matters."

"This false statement of Mr. Winchell demonstrates conclusively to me that he is not interested in ascertaining the truth and that any further attempt to convince him of the falsity of the statements he uses over the air would be futile," the Committee chairman advised Mr. Woods.

"I have never questioned the right of any commentator to criticize me as much as he pleases," Mr. Dies continued. "I have simply insisted that false and misleading statements should not be used over the airways for purposes of insidious propaganda. Without justification or the semblance of truth Mr. Winchell has deliberately used false statements about me and the Committee time and again. He has shown that he is unwilling to be convinced of the truth or even afford me an opportunity to show him the facts.

"The issue is, therefore, squarely up to your broadcasting company. If you fail to take appropriate action the Congress and the great majority of American people will be forced to conclude that you approve or condone this sort of thing."

Opposes Government Control

Mr. Dies said last week that many members of the House had volunteered support to legislation which would give persons about whom commentators broadcast "false statements" equal time on the commentator's program to reply. "Such legislation would require that the FCC decide when a person is entitled to answer false statements and that would border on Government control of radio," he asserted. "I am not in favor of Government control, but I do feel that if radio doesn't straighten out fellows like Winchell and insist that they either report facts or give an opportunity to those in possession of the facts to be heard, there will be legislation."

In his floor speech Thursday Rep. Dies charged that Mr. Winchell was "imitating the dangerous tendency of Hitlerism, Fascism and other forms of totalitarianism" by "setting class against class, group against group and race against race". He told his colleagues he had received thousands of letters from persons "anxious to appear before the Committee and give concrete truth to deliberate falsehoods Winchell has made over the radio".

Texts of Telegrams Sent to Rep. Dies By Mark Woods and Lennen & Mitchell

FOLLOWING are texts of telegrams sent Friday to Rep. Martin Dies (D-Tex.), chairman of the House Special Committee to Investigate un-American Activities by Mark Woods, president of the Blue Network, and Philip W. Lennen, president of Lennen & Mitchell, agency handling the Andrew Jergens Co. account:

In response to your request by wire today that the Blue Network allot the Winchell period to you on some agreeable date so that you may use the same facilities and reach the same audience as Winchell, the Andrew Jergens Co. has advised me that it is pleased to offer you its time from 9:15-9:30 p.m. over the entire Blue Network this Sunday, March 19, or Sunday the following week, whichever may be most convenient for you.

That period will give you the benefit of the entire Winchell audience since it follows immediately after his regular broadcast and appropriate announcement will be made during Winchell's period that you will speak immediately following him.

Please advise us at the earliest opportunity which Sunday you prefer to broadcast. We are presently assembling scripts and recordings of past broadcasts which your Committee desires and will be pleased to cooperate completely with the Committee in its inquiry. Regards.

MARK WOODS,
President, Blue Network Co.

The Andrew Jergens Co., our client, is pleased to advise you of its readiness to accord to you 15 minutes of its regular Sunday evening time immediately following Walter Winchell over the entire Blue Network with the same facilities and stations as Mr. Winchell enjoys.

This time will be made available to you at your convenience this coming Sunday, March 19, or Sunday, March 26, whichever you prefer. During Mr. Winchell's broadcast, there will be an announcement that an address by you will follow immediately. We will appreciate your advising us at your earliest convenience which Sunday will be more convenient for you

PHILLIP H. LENNEN,
President, Lennen & Mitchell.

Leasing of WOW Cancelled by Court

Lower Tribunal Is Reversed In Nebraska Decision

CANCELLATION of the 15-year "open end" lease of WOW Omaha from the Woodmen of the World Insurance Society to a new corporation headed by John J. Gillin Jr., in effect more than a year, was ordered March 10 by the Nebraska Supreme Court in a 4-3 opinion reversing the District Court.

The tribunal ordered that the lease be vacated and set aside, and that the station be returned to Woodmen of the World. Mr. Gillin promptly announced plans to seek a rehearing before the State's highest tribunal. Former general manager of WOW under Woodmen ownership, Mr. Gillin is president and principal stockholder of WOW Inc., the new licensee.

The 15-year lease arrangement, which attracted wide attention in radio circles and has been emulated in part in other proposed deals, provided for a payment of approximately $8,100 a month to Woodmen for the first three years and $5,600 monthly for the remaining 12 years.

Terms Inadequate

Action against the lease was instituted in the Douglas County District Court by Dr. Homer H. Johnson, Woodmen member. He had asked that the lease be declared illegal and void and that it be cancelled, with Woodmen enjoined from transferring the property to the new company. The court held that the lease did not protect the Society and that its terms were "grossly inadequate." The court's order recited:

"It is therefore ordered that the lease to the station, the lease to the space occupied by the station and the transfer of the license to operate the station be vacated and set aside.

"It is further ordered that the $25,000 of accounts turned over by the Society to lessee be returned; that an accounting be had of the operation of the station by lessee since it took possession thereof on Jan. 14, 1943, and that income thereof, less operating expenses, be returned to the Society; that the license to operate the station be returned and that lessee is directed to do all things necessary for that purpose; that generally everything be done to restore the parties to their original position prior to the entering into the leases; that the costs of these proceedings be taxed to the defendants except the Woodmen of the World Life Insurance Society; that all expenses had by the Society in connection with the transfer of the station and license to the lessee and that will be had in connection with returning the same to the

(*Continued on Page 56*)

The INGREDIENTS of DETROIT'S *post war* FUTURE

PEOPLE,
PRODUCTION,
PURCHASING POWER

Judged by these basic factors—*people, ability to produce, and purchasing power*—no other major market in America holds greater promise of post-war prosperity than does Detroit. Detroit was the Country's *fourth* largest market before the war. Now its potentialities have been tremendously enlarged by a vast expansion of production facilities to meet the demands for armament, by the influx of MORE THAN A QUARTER-MILLION people, and by the highest earnings and greatest savings in history. Note the following facts:

FACTORY EARNINGS: Average weekly earnings of Detroit hourly paid factory workers were $63.05 in January, 1944, according to the Michigan Department of Labor and Industry.

PRODUCTION: The value of Detroit's industrial output, mostly war materials, for 1943 was estimated at more than $10,000,000,000.

FAMILY INCOME: The average factory worker's *family income* (more than one person working) is estimated at $109.85 weekly, more than twice as high as in 1940.

BANK SAVINGS: Bank savings deposits in Detroit totaled $471,061,000 in October, 1943—showing an increase of 94% over December, 1937.

WWJ

America's Pioneer Broadcasting Station — First in Detroit

Owned and Operated by The Detroit News

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

NBC Basic Network

Associate FM Station WENA

Washington News Bureau Established By West Va. Net With Henle in Charge

ESTABLISHMENT of a Washington news bureau under supervision of Ray Henle, veteran Washington correspondent and radio commentator, was announced last week by Howard L. Chernoff, vice-president and managing director of the West Virginia Network. Malvina Stephenson, Washington newspaperwoman, will serve on the bureau's staff, and other appointments will be made as soon as personnel becomes available and news coverage can be expanded, Mr. Chernoff said.

Describing the development as "a significant one in distinctive radio news coverage," Mr. Chernoff said the bureau will give the regional network's listeners "larger and more intimate coverage of Washington news in which West Virginia is primarily interested."

Mr. Henle

Miss Stephenson

The plan has been under consideration for some months by Capt. John A. Kennedy, network president now in the Navy, and Mr. Chernoff. Capt. Kennedy formerly was a well-known Washington correspondent.

The bureau will provide detailed, factual and interpretative reports of the activities of West Virginia's Congressional delegation, review work of prominent West Virginians in Federal service, and report on economic, industrial and other subjects of prime interest to the State. Transcriptions will be used.

Inauguration Luncheon

Inauguration of the new service was set for today (March 20) at a luncheon in the Senate Family Dining Room attended by the West Virginia Congressional delegation and other prominent West Virginians and Washingtonians. Stations in the West Virginia Network are WCHS Charleston, WBLK Clarksburg, WPAR Parkersburg, WSAZ Huntington.

Mr. Henle is a Blue Network commentator and political correspondent for *Newsweek*. He has been in Washington since 1926, having started here with the Associated Press, and has covered assignments here and abroad.

Miss Stephenson, a member of the Washington bureau of the *Kansas City Star* and *Cincinnati Times-Star*, has had no previous radio background. She began with the *Tulsa Daily World* and came to Washington in 1940. She is corresponding secretary of the Women's National Press Club.

Mr. Chernoff also announced that the network is sending Sam Molen, its sports commentator, on a tour of major league training camps. He will be accompanied by an engineer with portable recording equipment to transcribe interviews.

WELLS TO DIRECT OIL SAVING DRIVE

W. W. WELLS, editor of the sports schedule and record pamphlets of Grantland Rice, sports commentator and syndicated columnist has been named secretary of the product conservation committee of the Petroleum Industry War Council, New York. He is directing a petroleum product conservation campaign which will break around the first of April.

McCann-Erickson, New York, has been appointed to prepare promotional and advertising material, to be incorporated into the radio and space copy of petroleum advertisers. Material is scheduled for release the week of April 27. Judging from previous experience, radio advertisers will coöperate 100% in furthering the drive on their radio programs, according to Mr. Wells. The council itself will not buy time or space. Campaign ties in with the Gasoline Conservation information program of the Office of War Information.

ASA STANDARDS

AMERICAN STANDARDS Assn. has completed a standard for fixed ceramic-dielectric capacitors of temperature compensating types. These capacitors are of utmost importance in military radio as they help to keep tuning frequency constant throughout a large range of temperature variation. This is in conjunction with the association's work on standards for military radio carried out by request of the War Production Board.

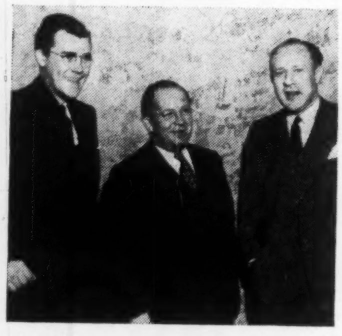
KOA Denver Cited by GE For Transmitter Record

ENGINEERING department of KOA Denver has been cited by the General Electric Co. for championship performance among G-E, NBC and Blue Network managed and operated stations in the U. S. using G-E equipment, it was announced last week.

Of 6,689 hours and 31 minutes of broadcasting in 1943, KOA was "off the air" because of technical difficulties only 42 seconds. For outstanding performance, a championship plaque will be presented to Robet H. Owen, KOA chief engineer; C. A. Peregrine, control operator, and Roy D. Carrier, station engineer at special ceremonies.

Invasion Preview

DRAMATIZING the Navy's need for increased production of landing craft, and the part they are playing in amphibious operations, the Navy Incentive Division arranged a simulated invasion attack, broadcast on NBC Wednesday March 15, 6:15-6:40 p.m. Representatives of NBC, Mutual, the press, Navy, and labor and management took the overnight trip on one of the flotilla of landing craft participating. Lt. William J. Bailey, head of the Navy Incentive Division's radio branch, arranged the similated invasion. William R. McAndrews acting news director of NBC Washington, produced the broadcast for NBC.



DECADE ANNIVERSARY of the *Alka Seltzer News* was observed by this agency-sponsor-network trio when the seven-weekly twice-daily news series, currently released on 35 Don Lee Pacific stations, completed tenth consecutive year on the air in early March. Miles California Co. has sponsored the newscasts on Don Lee Network for past seven years. Discussion series (l to r) are Robert E. Dwyer, manager of Los Angeles office, Wade Adv., agency servicing account; Frank Clancy, vice-president of Miles California Co., and Lewis A. Weiss, vice-president and general manager of Don Lee, Hollywood. Miles is leading radio sponsor.

LOUIS BAMBERGER, AIR PIONEER, DIES

LOUIS BAMBERGER, 88, founder of L. Bamberger & Co., Newark, N. J., department store pioneer in radio broadcasting, died March 11 at his home in South Orange, N. J. Mr. Bamberger founded the store in 1897 with Felix Fuld, and was president until his retirement from active management in 1929, continuing as chairman of the board until 1939.

Conceived as a promotional stunt, and as a public service to the community, the radio station Mr. Bamberger had consructed on the top floor of his department store in February, 1922, was the fore-runner of the present New York station, WOR. Constructed by J. R. Poppele, now chief engineer of WOR, the original station started broadcasting Feb. 22 with 250 watts, soon increased to 500 watts and continued to grow. The Bamberger family resisted efforts to commercialize the station until 1925 or 1926, preferring that it should operate as a public service to residents of the nearby community. Bamberger Broadcasting Service, which owns and operates WOR was formed in 1929, the year of Mr. Bamberger's retirement, and became a subsidiary of R. H. Macy & Co., New York department store which acquired control of the Newark store in that year. Mr. Bamberger leaves two sisters, and a nephew Edgar S. Bamberger.

Wilson to Air

WILSON & Co., Los Angeles (B.V. meat flavoring), in a 30-day Pacific Coast campaign which started started March 1, is using participation five times per week in programs on KIRO KOMO KGW KOIN KLX KFSD KFWB, with spot announcements on KSRO. Agency is Davis & Beaven Adv., Los Angeles.

WIND Main Studio Sought in Chicago

Operational Advantages Are Claimed in Gary Shift

AS A SEQUEL to the transaction for acquisition by Marshall Field, department store and newspaper owner, of WJJD Chicago for $750,000, subject to FCC approval. [BROADCASTING, March 6], WIND Gary, Ind., filed last week with the FCC an application to change the location of its main studios from Gary to Chicago. The WJJD sale was based on the FCC's multiple-ownership order.

Disadvantages

WIND "has maintained offices and studios in Chicago and Gary for the past five years", the application states. "Gary is part of the Chicago metropolitan area and applicant's coverage includes the entire metropolitan area." The object of the move "is to accomplish certain reductions of personnel and economies of operation and to remove the disadvantages in competing for the interest of listeners residing within the Chicago metropolitan area.

The competitive disadvantages regarding listener interest was explained as arising from the fact that other stations in the area identify themselves as having main studios in Chicago. It was also explained that WIND will maintain its Gary studios, but with the majority of programs originating from Chicago.

Ralph L. Atlas, WIND manager, is president and treasurer of Johnson Kennedy Radio Corp., licensee of WIND, and is also president of WJJD.

The main studio transfer, it was explained, would in no wise affect the signal of WIND, since the transmitter location would be unchanged. The WIND facilities were formerly those of WIBO Chicago, which lost its license a dozen years ago under the "Davis Equalization Amendment" because Indiana at that time was under quota in radio facilities, while Illinois was over quota. The case was carried to the Supreme Court which sustained the judgment of the former Federal Radio Commission. Afterward, however, the Davis Amendment was repealed.

Home Appliances Signs

BENDIX HOME APPLIANCES Corp., South Bend, Ind., has named Ruthrauff & Ryan, Chicago, as agency. Tentative radio plans are to be announced later.

AGENCY UNIT

DONAHUE & COE, New York, has organized a new unit within its radio department to handle creative production for the radio advertising activities of various film accounts, which include Metro-Goldwyn-Mayer, Loew's Theatres Inc., and Republic pictures. A Carl Rigrod, who has been in charge of radio production of RKO Pictures, New York, joins the new unit next Wednesday, March 15. No replacement has been named at RKO.

Post-War Markets Are Analyzed by Hauser

Census Executive Sees Population Movements

WARTIME population shifts point to geographic changes in the American market and suggest the need for modification of marketing practices, according to a survey of post-war population prospects of metropolitan areas by Dr. Philip M. Hauser, assistant director of the Bureau of the Census, Dept. of Commerce.

Observing changes in civilian population between April 1, 1940 and March 1, 1943 varying from a gain of 278,000 in the San Francisco-Oakland area to a loss of 533,000 in the New York City-Northeastern New Jersey area, Dr. Hauser compared these changes to pre-war trends to determine the probability of individual areas retaining shifts in population.

Four Types of Counties

His analysis resulted in the identification of four classes of metropolitan counties as follows:

Class A Areas—those which had grown at a relatively rapid rate since the onset of the war and which in light of previously observed rapid growth were adjudged as likely to retain their population increments.

Class B Areas—those which grew rapidly during the war but whose increase, in view of previous small rate of growth, may be regarded as transient unless special effort is made to hold wartime gains.

Class C Areas—those which have lost population or have grown very little since 1940 but which in view of previous rapid growth may "come back" in the post-war period.

Class D Areas—those which have lost or gained very little population since 1940 and which, in view of previous low rate of growth or decline, cannot be expected to grow rapidly or even to recoup wartime losses in the post-war period.

Dr. Hauser finds that areas which have experienced the most rapid wartime growth are probably areas in which employment is disproportionately concentrated in war production, as compared with civilian output, and in manufacturing, as compared with service industries. Expanding civilian enterprises after the war will absorb many war workers and thus insure against loss of wartime population increments.

"To the extent that areas with rapid wartime growth are more likely to have disproportionately few persons engaged in service industries and in the production of civilian supplies," he declared, "they contain automatic insurance against complete loss of their wartime population increments in the period of post-war adjustments."

Pointing out that the shifts in population since the war may well influence determinations of sales quotas, advertising allocations and related operations, Dr. Hauser suggested that changes in marketing practices which are effected as a result of these shifts "should be made first, with some attention to the post-war prospects of rapidly changing areas, and second, with the realization that geographic population shifts are not the only, or even the dominant, consideration in the evaluation of a market."

Pre-War Patterns

Commenting on the geographical shifts disclosed by the survey, Dr. Hauser found that wartime population growth generally has been more rapid in the South and in the West than in the North and that this growth has apparently followed pre-war patterns of regional development.

"It would be unwise, however," Dr. Hauser cautioned, "to interpret the failure of northern areas to achieve rapid wartime growth or the prediction that these areas will experience post-war population stability or decline as meaning that the northern market will no longer be important. On the contrary, it is safe to assume that northern markets will continue to have great purchasing power, the full potentialities of which will merit careful cultivation, even though at the same time it is recognized that market expansion is more likely to occur

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"Experience gained therefrom may have nationwide applicability more quickly than many realize, and may lead to a better understanding of the fact that a stable or a declining population, in a locality or in the nation as a whole, need not necessarily result in a decline in either production or distribution".

Herewith is presented Dr. Hauser's classification of 137 metropolitan counties, showing prospects for post-war population:

Class A Metropolitan Counties

Class A-1 areas: Those which have grown most rapidly since 1940 and in the preceding period and which are, therefore, on the basis of past growth alone, adjudged to have *superior* prospects of retaining wartime growth.

Atlanta metropolitan counties (De Kalb and Fulton Cos., Ga.)
Charleston, S. C., metropolitan county (Charleston Co., S. C.)
Columbia metropolitan county (Richland Co., S. C.)
Columbus, Ga., metropolitan counties (Muscogee Co., Ga.; Russell Co., Ala.)
Corpus Christi metropolitan county (Nueces Co., Tex.)
Dallas metropolitan county (Dallas Co., Tex.)
Galveston metropolitan county (Galveston Co., Tex.)
Houston metropolitan county (Harris Co., Tex.)
Jacksonville metropolitan county (Duval Co., Fla.)
Miami metropolitan county (Dade Co., Fla.)
Mobile metropolitan county (Mobile Co., Ala.)
Phoenix metropolitan county (Maricopa Co., Ariz.)
San Antonio metropolitan county (Bexar Co., Tex.)
San Diego metropolitan county (San Diego Co., Calif.)
Tampa-St. Petersburg metropolitan counties (Hillsborough and Pinellas Cos., Fla.)
Washington, D. C., metropolitan counties (District of Columbia; Montgomery and Prince Georges Cos., Md.; Alexandria City and Arlington Co., Va.)

Class A-2 areas

ore metropolitan alti-
more city, Anne Arundel, and Baltimore Cos., Md.
Beaumont-Port Arthur metropolitan county (Jefferson Co., Tex.)
Charleston, W. Va., metropolitan county (Kanawha Co., W. Va.)
Denver metropolitan counties (Arapahoe, Denver, and Jefferson Cos., Colo.)
Detroit metropolitan counties (Macomb, Oakland, and Wayne Cos., Mich.)
Durham metropolitan county (Durham Co., N. C.)
Evansville metropolitan counties (Vanderburgh Co., Ind.; Henderson Co., Ky.)
Fort Worth metropolitan county (Tarrant Co., Tex.)
Indianapolis metropolitan county (Marion Co., Ind.)
Jackson metropolitan county (Hinds Co., Miss.)
Little Rock metropolitan county (Pulaski Co., Ark.)
Los Angeles metropolitan counties (Los Angeles and Orange Cos., Calif.)
Macon metropolitan county (Bibb Co., Ga.)
Madison metropolitan county (Dane Co., Wis.)
Memphis metropolitan county (Shelby Co., Tenn.)
Montgomery metropolitan county (Montgomery Co., Ala.)
Nashville metropolitan county (Davidson Co., Tenn.)
New Orleans metropolitan counties (Jefferson and Orleans Parishes, La.)
Norfolk-Portsmouth-Newport News metropolitan counties (Hampton, Newport News, Norfolk, Portsmouth, and South Norfolk cities; and Elizabeth City, Norfolk, Princess Anne, Warwick Cos., Va.)
Oklahoma City metropolitan county (Oklahoma Co., Okla.)
Portland, Me., metropolitan county (Cumberland Co., Me.)
Richmond metropolitan counties (Richmond city, Henrico Co., Va.)
Sacramento metropolitan county (Sacramento Co., Calif.)
Salt Lake City metropolitan county (Salt Lake Co., Utah)
San Francisco-Oakland metropolitan counties (Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano Cos., Calif.)
San Jose metropolitan county (Santa Clara Co., Calif.)
Savannah metropolitan county (Chatham Co., Ga.)
Seattle metropolitan county (King Co., Wash.)
Spokane metropolitan county (Spokane Co., Wash.)
Stockton metropolitan county (San Joaquin Co., Calif.)
Tacoma metropolitan county (Pierce Co., Wash.)
Wilmington metropolitan county (New Castle Co., Del.)

Class A-3 areas: Those which grew at above average rates during the course of the war, with
e increase in the preceding
nd which are believed to
d prospects for retaining
population growth.

metropolitan county (Jefferson
metropolitan county (Fairfield
.)
ropolitan county (Stark Co.,
etropolitan counties (Hamil-
hio; Dearborn Co.; Ind.; Camp-
enton Cos., Ky.)
Ohio, metropolitan county
Co., Ohio)
dletown metropolitan county
, Ohio)
Britain metropolitan coun-
ford and Middlesex Cos.,
olitan county (Pueblo Co.,
politan counties (St. Louis
rles, and St. Louis Cos.,
and St. Clair Cos., Ill.)
hio, metropolitan county
Ohio)

etropolitan Counties

he metropolitan areas
grown most rapidly
t of the war but at
y lower relative rate
g decade; and whose
h is expected, there-
nsient unless special
after the war to
wartime facilities to
peacetime pursuits.

Akron metropolitan county (Summit Co., Ohio)
Dayton metropolitan county (Montgomery Co., Ohio)
El Paso metropolitan county (El Paso Co., Tex.)
Erie metropolitan county (Erie Co., Pa.)
Kansas City (Mo.)-Kansas City (Kan.) metropolitan counties (Jackson Co., Mo.; Johnson and Wyandotte Cos., Kan.)
Louisville metropolitan counties (Jefferson Co., Ky.; Clark and Floyd Cos., Ind.)
Portland, Oreg., metropolitan counties (Clackamas and Multnomah Cos., Oreg.)
Rockford metropolitan county (Winnebago Co., Ill.)
Tulsa metropolitan county (Tulsa Co., Okla.)
Waco metropolitan county (McLennan Co., Tex.)

(*Continued on page 24*)

Audience Acceptability in a War Center

(WCSC has 50% or more of the Charleston audience in 10 of the 14 hours surveyed by Hooper for Fall 1943.)

But the *real* story is our *Post-War Market.*

CBS

WCSC COLUMBIA NETWORK

REPRESENTED NATIONALLY BY FREE & PETERS

Giveaway Pros and Cons - - Mostly Pros

Arguments on Behalf of Programs Are Stated by Industry Figures

FIRE AND brimstone continued to erupt last week over money give-away programs in the all-out debate over the propriety of such features and their legitimacy as audience-building devices.

Spontaneous replies to the article by C. E. Hooper, published in the March 6 BROADCASTING, supplementing those published in the March 13 issue, are found herewith. Whereas the first batch of replies predominantly favored the Hooper position on money programs per se, the bulk of the new comments take a somewhat contrary view. It has been BROADCASTING's purpose to present both sides of the issue fully. BROADCASTING initially raised the question of money give-away programs in an editorial in its Feb. 28 issue, taking the position that they tended to build audience artifically. This brought the Hooper rejoinder and the ensuing comments, pro and con.

BROADCASTING's interest lies in building sound radio. Small and large stations alike, independents and networks, have all participated in money program ventures. As some have pointed out, many national network programs involve money giveaways based largely on the quiz formula.

There has been more than an inkling in official quarters that out-and-out giveaway programs are looked upon with some skepticism as possibly bordering upon lottery. Where there is no element of skill involved, a hair-line legal question is raised, it is pointed out. Even if such programs are legal, a serious question arises as to whether it is good radio and sound building.

BROADCASTING poses the question and presents all sides without seeking to grind anyone's axe and without meaning to infer, in its publication of the Hooper article, that it supports his position. BROADCASTING does agree with Hooper on the basic question of out-and-out money giveaways, but does not concur in his views on FM vs. AM or his means of coping with the problem unless the base for his measurement of radio listening is broadened as urged by many broadcasters and agencies.

In view of paper rationing, with this issue BROADCASTING hopes to conclude the pro and con debate. It will, however, report developments as they occur and project its views editorially.

EDITOR BROADCASTING:

In your March 6 issue, you carried an article "Clean Out the Funny Money Programs," by C. E. Hooper. While Mr. Hooper's article on funny money programs has merit, I take exception with his thought on FM.

"Let's correlate," says Mr. Hooper, "the economic with the engineering factors. If FM represents a technological improvement, let today's stations supply it with the same programs being transmitted AM. Let the extra service be given as a *bonus coverage* until such time as more listeners tune FM than AM. When that day arrives AM can be the bonus service until it is no longer demanded by listeners." Later in his article, Mr. Hooper states, "Buyers for whom advertising dollars will then have to work and to deliver will be as scornful of a 'something for nothing' audience as when competition is keen."

What kind of double talk is this? By the same line of reasoning that Mr. Hooper so lightly assigns our costly FM operations to a "bonus coverage" position, so may he assign the Hooper Service as a "bonus coverage" to Crossley, until one or the other achieves universal acceptance.

WBCA through extensive FM receiving set promotion and other promotional activities in its service area, has built a sizable and responsive audience that has proved attractive to one hundred and eighty-two local sponsors and eighteen national sponsors. Several of these local sponsors have been with us continuously for more than two and one-half years. I believe you will admit, that when local sponsors put 'cash on the barrelhead,' they expect and receive at least a moderate return at nominal cost.

WBCA has maintained a full time, sixteen-hour schedule since July 17, 1941, as an independent FM station without any AM income to lean on.

Any attempt to assign FM broadcasting in the WBCA service area as a bonus coverage would definitely be an unfair trade practice, and unfortunate, if this practice were to be adopted for the future growth of FM. FM is a definitely better broadcasting service which the general public will certainly accept when set manufacturers get the 'green light.'

LEONARD L. ASCH
President
Capitol Broadcasting Co.,
Schenectady, N. Y.

* * *

Editor's Note—The Funny Money Man program has been conspicuously mentioned in the article by C. E. Hooper about give-away shows and in the controversy which followed it. In fairness to the producer of that program, we want him to say his piece though he is now far away from radio in Camp Gruber, Okla.

Before Mr. Hooper starts to clean out funny money, let's clear up some facts. This show cannot tie up telephone lines or interfere with listener surveys because it never uses the phone. Listeners are called by name on the air and asked to send something like a bent string bean to the funny money man for 93 cents. If they do, they receive payment. Mr. Hooper, as a survey expert should have known more about the program before singling it out for attack, especially since funny money man has been carried by scores of stations all over the continent.

That includes dozens of 50,000 stations from WEAF to KPO. But Mr. Hooper and those who agree with him are also against money giveaway shows in general. Before they clean out such shows, let's clear up a few more facts. Is 93 cents for a string bean any worse, in principle, than a gold-filled premium locket for a box-top? If we are going to rid the air of shows that offer the listener something for almost nothing, let's go all the way. Let's kick out all quiz shows in which money prizes are important. Let's ban all amateur and opportunity shows. No one says there is anything cultural about getting 63 cents for a mothball. But is there anything really esthetic about the trials of Oona Glup, girl soda jerk?

But the most objectionable part of Hooper's article is his indignation over a listener hearing the funny money man while the President was broadcasting. Without forcing all stations to carry his broadcasts, the President has the largest audiences in history—even against Funny Money Man. Hadn't we better let all programs live or die by their popularity with the listeners and not by the edicts of experts? It won't improve post-war radio or the post-war world to limit the free choice of programs.

'Veil of Altruism'

One other thing I don't like about the whole controversy. I feel Mr. Hooper is cloaking his self-interest in a veil of altruism. He could have waited a few weeks after blasting money give away shows before announcing a new Hooper service that eliminates their troublesome effects on his surveys.

Don't anybody reach for a telegram blank and say I am also grabbing free space for my own interest. This controversy has sold Funny Money Man to many new stations, and I'm happy to admit it.

Corp. ALLEN A. FUNT

* * *

EDITOR BROADCASTING:

The March 6 article to which I gave the title, "Looking Post-War Radio Right in the Ear," but which you called, "Clean Out the Funny Money Programs," seems to have started something along the line of my minor, rather than my major, reference.

As long as the industry has taken hold of this idea with such vigor, I think it fitting for me to reveal my reasons for being so out-spoken as to say:

> "This type of programming has received its death sentence and the execution is scheduled.
>
> "Time buyers will be looking for a value-conscious listening public and will be scornful of a want-something-for-nothing audience."

I didn't dream up these prophesies in order to start a controversy. I didn't inject them into the picture as an aid to solving our interviewing problem. They came to us from the same source we look to for all our program information. They came from the listeners.

Hooper Query

FOLLOWING wire was sent March 15 to all commercial stations in cities in which Hooper conducts Continuing Measurements of Radio Listening: "Please cooperate by furnishing us with letter before March 20 answering following question: Did your station broadcast any local program offering prize awards to telephone (non-studio) listeners during Months October 1943 through February 1944? Letter should also include dates and time periods your station broadcast any such programs. We may include information in forthcoming continuing measurement report. Question being asked of all commercial stations your city. Those not replying may also be identified in report."

We have been polling listeners on this subject. We have been asking them to "rate" the stations sponsoring this type of program as first rate, second rate, third rate. Where the station was considered below first rate (which represents the opinion of the majority) we asked, "Why do you not consider this station first rate?" The answers speak for themselves. I list them in order of frequency:

1. "Prefer other kind of program"
2. "Programs poorer"
3. "They have to give prizes to get listeners"
4. "'Programs not interesting"
5. "Programs not appealing"
6. "Do not like programs"

Now you see why my article concluded with:

"There is one way and one time for radio's marginal operators to clean house, build a sound program structure, and prepare to be a permanent part of the post-war era. It is now!"

The alternative is that more listeners, in more places, will feel this way about the programming of more stations.

C. E. HOOPER
President
C. E. Hooper Inc.

March 10, 1944

* * *

EDITOR BROADCASTING:

I read with interest Hooper's article and the response to that article in the March 13 issue of BROADCASTING. Being in the Army, I've been away from radio practically two years, but still, I have an opinion as far as station operation is concerned. I believe BROADCASTING missed the "boat" in getting comments from the type of station operators as were represented in last week's BROADCASTING.

Let the small operator express his opinion, the fellow who uses the money show, the fellow who is accused by his competitors as being unfair. I personally think the money shows are good showmanship. True, I don't think they will last, but the smart operator will have a new idea to take the place of the money stunt when it has had its fling.

Have the Audience

It certainly is too bad when the large operator who carries network all day and night, and has had the audience tied up, not because of his ideas, or his policies, but by hanging on the apron strings of the network, suddenly realizes that Joe Doakes' peanut whistle down the street has taken his audience right from under his nose. Sure, he'll be the first one to yell: "It ain't fair," "it isn't good sound radio," "it won't work." Maybe it won't, but then just check the audience yourself, the money programs have the audience.

If one will just stop and think about the money idea for a minute, he will immediately see where Hooper is wrong, and everyone else who thinks this idea throws coincidental surveys into a cocked hat. Before you can actually win a money prize, you *must be listening* to the station that is using that particular idea or programming. Before the money is given away, even if you happen to be tuned to the correct station, you must repeat a certain slogan about the advertiser's product. If that isn't done correctly, you get no cash. If a person has not heard the program, the mere saying: "I'm listening to Station XXXX" means nothing. For this reason, I am one who believes that this does not upset the apple cart in measuring the audience, but does prove

Denver Delivers
STRATEGIC METALS

LARGEST MOLYBDENUM MINE in the world is located at Climax, Colorado. It produces more than two-thirds of the world's output of this rare metal used in toughening armor plate, in radio tubes, and in heat and corrosion-resisting alloys.

KNOWN generally as one of the Silver States, Colorado should more rightly be called the Molybdenum State, or the Coal State, for both of these minerals far outrank silver in value of annual production.

Approximately 250 useful metallic and non-metallic minerals and compounds are found in Colorado of which about 40 are being produced commercially. The state is especially rich in such rare metals as molybdenum, radium, vanadium, tungsten, tin, and even spodumene, a relatively rare mineral which on contact with salt water gives off gas and, therefore, is invaluable life raft equipment.

Colorado is delivering strategic metals, manufactured products, and farm products today because it was geared to produce them before the war. Production all along the line has been stepped up. More people are at work making more money. More buying and selling is being done today in the Denver region than ever before.

KLZ
Delivers the
DENVER MARKET

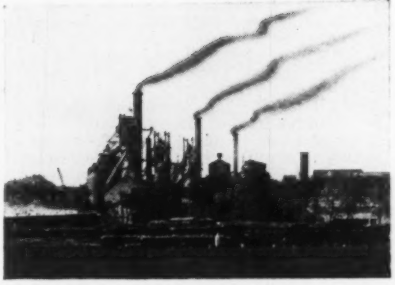
CBS • 560 Kc.

Affiliated in Management With The Oklahoma Publishing Co. and WKY Oklahoma City • Represented by The Katz Agency, Inc.

MEAT IS MATERIAL FOR WAR and Colorado raises plenty of it. The state's vast grazing lands, its lush feed crops, and pulp byproduct of the sugar beet industry combine to make stock raising a popular and profitable industry. Denver is the nation's fifth largest livestock market.

Denver Delivers MANUFACTURES

At least 60 products vital to the war effort are manufactured in the Denver area, among which are prefabricated parts for destroyer escorts, machine tools, precision instruments, and leather goods. The sixth largest rubber company in the U. S. is located in Denver.



Denver Delivers SALES

With more persons working in the factories, mines, and fields of the Denver region than ever before, and making more money, the increased buying of these workers has been felt throughout this area in retail stores. Retail business in Colorado in January was 11% better than a year ago. The average U. S. gain was 8%.

that the station using such an idea, is definitely getting the audience. There is absolutely no need for anyone saying that they are listening to Station XXXX because, that doesn't mean a thing.

I think it's now time to realize the fact that some stations, who are on their toes, are reaching a new high in audience ratings. It's time for the network-dependent station to wake up and realize the handwriting is on the wall. Remember, the station owner using this idea does it to build his audience. He is using radio to stimulate radio. Others who criticize this method are doing the same thing, only in a different way. They are buying listeners, but they do it with newspapers and billboards.

ROBERT J. McINTOSH,
Captain, Air Corps.

* * *

EDITOR BROADCASTING:

Referring to C. E. Hooper's story in BROADCASTING of March 6 and comments contained in the issue of March 13, Hooper may not be too far off the beam relative to programs featuring giveaway offers.

The NAB have a Code of Ethics, which was primarily established to regulate program policy and ethics within the industry. It is our opinion control of our operation should be regulated by agencies set up within the industry, those people who are close to the scene of operation.

Networks or even independent operators may occasionally go overboard, when they produce programs featuring not funny money giveaways, but funny offer giveaways. If Mr. Hooper is going to be so conscientious as to confine his summary to money giveaways, then it is our suggestion that we make an open issue of the matter and consider eliminating all offers from radio productions.

Wartime restrictions and economic conditions caused a number of attractive offers to be withdrawn from radio programs. We have heard certain programs with the old box top offer establish giveaways, such as: An automobile with 1,000 gallons of gasoline; the $64 question; *Truth or Consequences;* cash giveaway of $57 plus an Encyclopedia Britannica, and scores of other offers which might be included in the classification mentioned by Mr. Hooper.

Suppose we analyze Mr. Hooper's comments. Is it possible he is attempting to sidetrack an issue or a weakness, which is associated with his own performance?

We have the C. E. Hooper Inc., Radio Audience Measurement for the period, May through September, 1943. As we analyze the figures contained in that report, we come to the conclusion that with the limited service which is rendered, funny money programs or what have you do not materially effect the ultimate results of Hooper's measurements. Hooper's figures for the Pittsburgh market, for the period May through September, show that from 8 a.m. to 6 p.m., a total of 14,367 coincidental calls were made. Hooper's daytime service represents calls made Monday through Friday, one week each month, or a total of 25 days over a five-month period.

As we break this down we find that 575 coincidental calls were made each of the 25 days. Further breakdown shows that approximately 14 calls were made each quarter-hour. Hooper's report on the percentage of sets in use varies from 12% to a peak of 31.4%. As a matter of information, suppose we take the period from 8:30 to 8:45 a.m. Hooper reports that there were 12.1% sets in use. 12.1% of 14 calls made during the quarter period, represents the magnificent total of 1.6 people contacted per quarter-hour, who could give Hooper an answer to the question: "To which station are you listening?"

We contend that such a limited survey—1.6 people contacted per quarter-hour over a period of 25 days, within a five months' span—does not establish even a closely accurate report of program acceptance. We have in our possession, affidavits of performance from independent agencies, where supervised calls have been made—not 14 coincidental calls per quarter hour, but better than 200 calls per quarter hour—and in no case does the wide coverage establish a pattern comparable to any figure released by Hooper.

We do not question the sincerity of purpose of C. E. Hooper, but we do claim that 14 calls completed within a 15-minute period does not represent a true cross-section of program acceptance. The matter of radio audience measurement has been a sore spot in the radio industry for a long time. The National Association of Broadcasters appointed a committee to investigate the methods used by survey agencies. No report has been released by the NAB on the outcome of this investigation. It is our opinion, it might be helpful to the industry to arrive at some conclusion whereby we can get accurate information. Hooper will say they will give the industry a larger pattern, if the trade will underwrite the expense. That suggestion might be the answer. We have no bone to pick with Hooper. We have never said they were dishonest, but we do contend that the service we are buying does not represent a true picture of program acceptance. This statement is based upon the fact that not enough people are contacted.

In conclusion it might be interesting for you to check with Baltimore stations to determine why they recently discontinued using measurements of radio listening.

FRANK R. SMITH JR.
General Manager
WWSW Pittsburgh

* * *

EDITOR BROADCASTING:

Must disagree with person who wrote Editor's Note on page 11 issue of BROADCASTING Magazine March 13. 1944. Money give-away programs will not go out the window if radio stations will operate them legally and with good sense. *Take It or Leave It* or any other quiz show could be labeled a money give-away if it was run like a carnival or a gambling joint. "Telephone money" shows or as you call them, "money giveaway" shows, should be operated on such a basis as to be a city-wide "quiz" show with the front room of the home becoming the "auditorium".

There is no great difference between selecting three people from an auditorium audience of 2,000 and awarding them the money for answering questions, or selecting three people from an audience of 100,000 and awarding them money for answering a question. People listen to money give-away shows for the same reason that people listen to "quiz" shows, and that is to see who will receive money.

Any "telephone money show" that makes it mandatory that the person listen to the program in order to be paid can be accused of false stimulation and should be regulated. But any program in which the person can receive money without listening to the program and in which the audience listens only for the entertainment value of hearing the conditions, conversation and circumstances surrounding the receipt of the money is an entertainment feature and can run a terrific rating despite Mr. Hooper.

It is regrettable that C. E. Hooper is allowing himself to take a stand which is only connected with his further profit in the radio business and it is further regrettable that his stand was taken because of the effect of these shows on his business. It would have been more dignified for Mr. Hooper to have allowed impartial and unprejudiced persons to speak on behalf of the industry.

It is further regrettable that the headline in your issue of March 7 was derogatory to the Funny Money Man as this article must have been harmful to his program, because quick glance readers would feel that he was being attacked.

E. J. SPERRY,
Director of Radio
W. E. Long Co., Chicago

STANDARD'S TENTH ANNIVERSERY

Transcription Firm Opens New York Offices; Oldest Partnership In Field Prospers

KEY TO THE NEW OFFICE of Standard Radio in New York is presented to the new manager, Alex Sherwood (c) by Milton M. Blink (l) and Gerald King, owners of the firm. Standard opens its New York office April 1. Mr. Sherwood has been sales manager for six years.

TENTH ANNIVERSARY for Standard Radio on April 1 will be celebrated in New York, where the transcription firm opens its New York offices at 1 East 54th Street. Gerald King and Milton M. Blink, the oldest partnership in the business, joined forces April 1, 1934 in Hollywood and have since spread to Chicago, Dallas, Mexico, Canada, South Africa, Newfoundland and now New York.

Jerry King gave up his job as manager of KFWB, Warner Bros. station in Hollywood, to organize Standard Radio and after operating for a year he met Milton M. Blink, one of the first advertising agency executives to see the value and future of electrical transcriptions. Prior to meeting Mr. King, Mr. Blink was employed by Dyer-Enzinger Chicago office, and in 1930 he started Universal Radio Productions, which made transcriptions, air-check recordings and records "of your own voice" at the Chicago World's Fair.

Alex Sherwood, Standard's sales manager for the last six years, moves from Chicago to head the new New York office. Some recording will be done in New York and Chicago but all production will continue to be handled out of Hollywood by Jack Richardson, former western division manager of NBC's radio-recording division.

Herbert Denny works out of his trailer office in Dallas for Standard and has it outfitted with necessary facilities, audition equipment and living quarters. With an eye to the future Standard is visualizing new fields overseas which have become acquainted with American-style radio through shortwave and War Dept., transcriptions.

Wallace on Discs

A TOTAL of 600 stations throughout the country carried transcriptions of a speech by Vice-President Henry A. Wallace before the American Business Congress at the Waldorf-Astoria in New York, March 17. Advance recordings of the talk were offered to all radio stations in the United States, with the request that they be carried, wherever possible, at the same time the speech was given in New York. According to Harold M. Schwab, executive director of the Congress, the entire cost of the quarter-hour discs were borne "by a very close friend of Mr. Wallace in Chicago."

Vince Callahan Joins Ryan Advertising Firm

VINCENT F. CALLAHAN, former director of advertising, press and radio for the War Finance division of the U. S. Treasury, has been named as associate of Lewis Edwin Ryan, Washington, D.C. With the organization, Mr. Callahan will direct its government liaison, public relations, publicity and radio divisions, with plans for establishing an information service to persons or corporations interested in war surplus property.

Mr. Callahan

During his three years at the Treasury, Mr. Callahan was responsible for nearly $200,000,000 in advertising contributed to the War Bond program by newspapers, radio and advertisers. Last month he directed the promotion of the National Labor-Management production exposition in Washington, sponsored by the WPB and was chosen for the post by the exhibitors; 72 corporations engaged in producing war goods.

A native of Washington he has served on Washington newspapers, with NBC Washington as well as manager of WWL New Orleans, and WBZ Boston.

VARIETY SHOWMANAGEMENT AWARD

"That WOV did win the confidence of its listeners is tribute enough, testifying to the toughest public relations job of any American radio station in 1943."

"FILLED THE AIR WITH DEMOCRACY"

IN presenting WOV with the award for "Fostering Racial Goodwill and Understanding," Variety, in direct, clearly defined language, draws into sharp focus WOV's famed accomplishments and successes of 1943. We are proud of these results and of the honor Variety bestows upon us • And another recent award we prize highly is the Hillman Periodicals Award for "Tolerance through Music" given to Alan Courtney of WOV's "1280 Club." Not one, but two awards to WOV . . . the key to two markets!

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLVRA, NAT'L. REP.

WOV
New York
THE KEY TO TWO MARKETS

Tube, Battery Supply Prospects Poor

Some Quality, Quantity Improvement Seen In Merchandise

SURVEYING civilian goods prospects in the next few months, the Office of War Information reported last week that some quality and quantity improvement of minor products can be expected but that there is no early likelihood of production of major mechanical or electrical items including radios.

Only new items to be brought back into production this year, the OWI stated, are articles using comparatively little manpower and materials, those not interfering with military requirements, those not requiring extensive conversion of facilities, and those which would contribute more time and energy to war workers for their jobs.

More "MR" Tubes

The report stated that production of radio batteries in 1944 will be about the same as last year and that supplies of radio tubes for civilian use will continue inadequate. It was pointed out, however, that increased production of the more critically needed types is expected to materially reduce the current shortage.

The dry battery industry last year produced 3,750,000 radio battery packs as compared with 3,500,000 in 1940, it was pointed out, all but 2% of the 1943 output going to rural users. The quantity of essential civilian batteries produced in 1944, said the report, will be limited by the capacity of equipment not adaptable for production of military type batteries, used in walkie-talkies and other war equipment.

The quantity of radio tubes for civilians will be limited because of increasing military requirements for electronic equipment. For the first time, however, WPB has scheduled in the first quarter of 1944 a minimum of 4,500,000 radio tubes of the "hard-to-get" types. These tubes will be stamped "MR," indicating that they can be used only for maintenance, repair or operating supplies and insuring their being channeled into the civilian market only.

At least 18,000,000 "MR" tubes, or less than half of normal replacements, are anticipated for civilians this year, the report noted, but this amount will probably be exceeded as manufacturers are permitted to produce "over-runs" above quota if facilities and labor are available after military orders are completed.

The number of tubes needed for replacement in civilian sets in 1944 is estimated at more than 41,000,000 as compared with 33,000,000 manufactured for replacement purposes in 1941. The increase in current needs, the report explains, is due to the backlog of demand, longer radio listening hours and the use of old or repaired radios.

Other Merchandise

The report declares that more equitable distribution of tubes to civilians will be made possible this year by the WPB directive to manufacturers to trade among themselves the various types each produces. Each company will then have a balanced stock from which jobbers will be able to obtain a certain percentage of their 1941 purchases of each type.

Reviewing WPB orders affecting civilian supplies for 1944, the OWI sees improved prospects for electric irons, ice refrigerators, electric ranges, cooking utensils, aluminum pressure canners, galvanized ware, metal baby carriages, silver-plated flatware, automobile batteries, safety razors, bedsprings, furniture with steel springs, umbrellas, slide fasteners, and nitro-cellulose plastic articles.

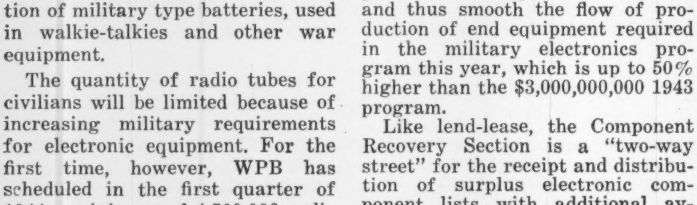
Output Prospects

Large scale resumption of production of such durable consumers' goods as radios, electric refrigerators and automobiles must wait until the military situation is more clearly defined, the report declares. The permitted production of 2,000,000 electric irons this year will require only 1500 tons of steel and 500 workers, it is pointed out, whereas a comparable refrigerator program would necessitate 15,000 to 20,000 workers and a hundred times as much steel, and proportionately larger amounts of aluminum, copper, tin, rubber and other materials.

Radio & Radar Division Forms Inventory Unit

TO IMPLEMENT the expanded military electronics program for 1944, WPB's Radio & Radar Division has organized a Component Recovery Section to provide for interchange of inventory surplus radio and electronics parts between prime contractors, the armed services and the division. Basic plan is to return surplus components to the productive stream and thus smooth the flow of production of end equipment required in the military electronics program this year, which is up to 50% higher than the $3,000,000,000 1943 program.

Like lend-lease, the Component Recovery Section is a "two-way street" for the receipt and distribution of surplus electronic component lists with additional avenues for direct contacts and horizontal transfers between prime contractors holding or requiring components, and between prime contractors and the armed services for the same purposes.



ENLARGED WORKSHOP of KDYL Salt Lake City materially assists maintenance of equipment irreplacable by wartime freeze orders. John Baldwin (center), chief engineer, completes work on new audition turntable. Credit for expansion of KDYL shop facilities goes to S. S. Fox, president and general manager, who encouraged the project.

Canada Inquiry

FIRST MEETING of the 1944 Parliamentary Committee on Radio Broadcasting was held at Ottawa March 15. Meetings of the committee are being held on Wednesdays and the Canadian Broadcasting Corp. will be investigated first by the committee. The Canadian Association of Broadcasters expects to be called towards the end of April or early in May. The CAB is expected to stress lifting of the CBC regulation on power increases of private stations, which have been frozen since the CBC came into being with increases allowed only to 1,000 watts. Canadian broadcasters are reported to want the regulation lifted allowing them to install power to the limit allowed under the Havana Treaty allocations. Canadian broadcasters also are expected to ask for a judiciary board to administer broadcasting in Canada, as resolved at their recent annual convention [BROADCASTING, Feb. 21]. The board would have power over both the private broadcasters and the CBC.

Wamboldt Moves

M. P. WAMBOLDT has received a leave of absence as commercial program supervisor of the Blue Network to serve on the executive committee in charge of the Radio Hall of Fame, Blue program. His assistant, George Brengel, will be acting commercial supervisor. Mr. Wamboldt, who will now devote full time to arrangements for the program, represents Philco Corp., the sponsor, and its agency Sayre M. Ramsdell Associates, on the executive committee.

Transfer of WPDQ To Baggs Approved

KALB Given 580 kc, 1000 w; KMCO Shift Is Granted

ACTIONS of the FCC last week granted consent to the acquisition of control of Jacksonville Broadcasting Corp., licensee of WPDQ, by L. D. Baggs, public accountant, from Ernest D. Black, E. G. McKenzie and Mrs. Margaret Curtis for a total consideration of $180,325.75. KALB Alexandria, La. also was granted change of frequency from 1240 kc to 580 kc and a power increase of from 250 w to 1 kw.

Transfer of 18 shares or 60% of the issued and outstanding capital stock are involved in the WPDQ sale. Mr. McKenzie owned 9 shares (30%), Mr. Black 8½ shares (28.4%) and Mrs. Curtis ½ share (1.6%). Mr. Black and Mr. McKenzie, who owns 25% of WMBL Macon, Ga., stated that the reason for selling their interest in WPDQ was to facilitate a larger investment in a cotton oil business which they jointly own. They have also agreed to resign their offices in Jacksonville Broadcasting.

KALB Grant

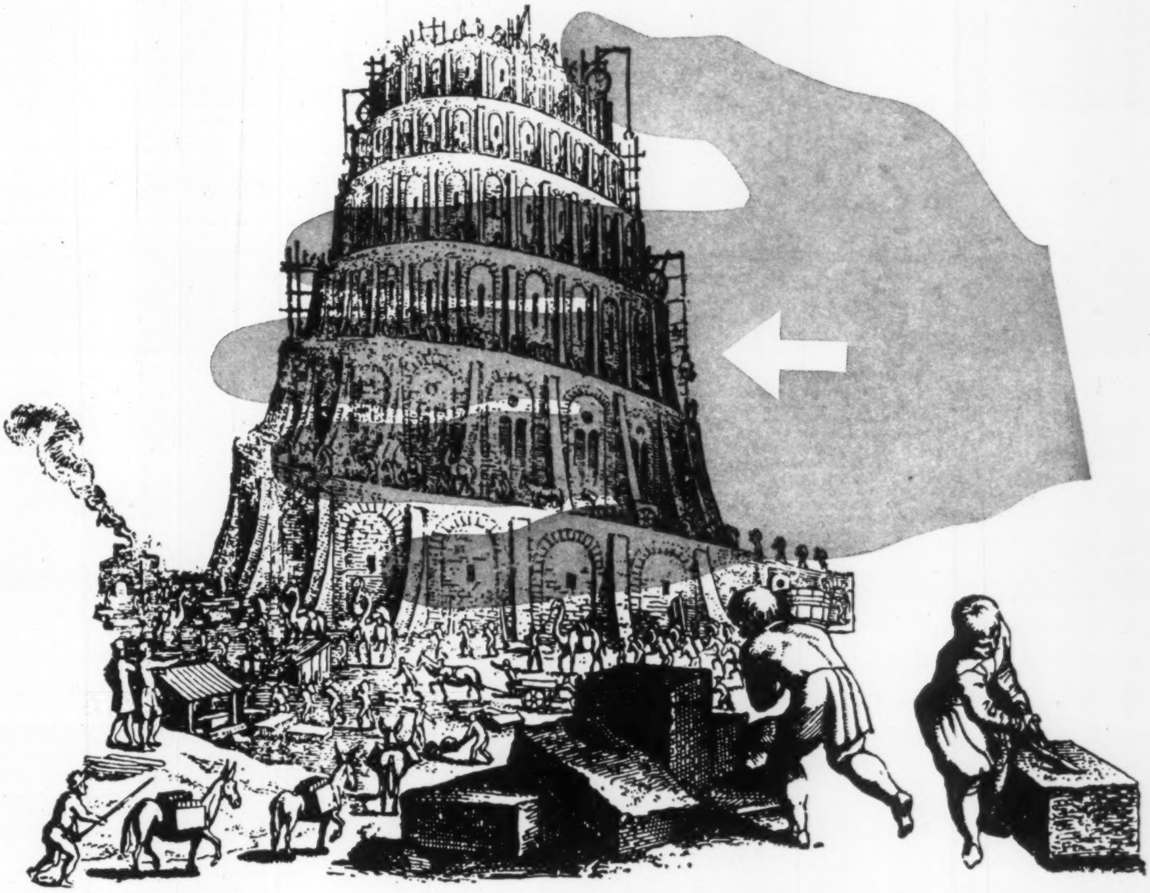
Remaining WPDQ interest is held by James R. Stockton (nine shares—30%), a director of the licensee corporation, and WPDQ station manager Robert R. Feagin (three shares—10%).

KALB Alexandria, La., was granted its petition for reinstatement and grant of application for a construction permit to change its transmitter site, install a directional antenna, change its frequency from 1240 kc to 580 kc and increase power from 250 w to 1 kw. Grant is made upon conditions that (1) the construction will be in accordance with the Standards of Good Engineering Practice of the Commission, (2) in the event undue interference is caused to Mexican station XEMU, the antenna would be readjusted to provide proper protection and (3) in accordance with the procedure outlined in the Commission's Jan. 26 policy.

The Commission at the same time granted KCMO Kansas City a modification of its construction permit for changes in its ground system, subject to conditions contained in a previous construction permit relating to blanketing and interference. This previous construction permit granted increase of night power from 1 kw to kw [BROADCASTING, Jan. 10.].

Chukker Test

GENERAL FOODS Corp., New York, is conducting in Texas a spot test for Chukker, a soft drink produced by Bireley's Inc., a division of G-F. Schedule consists of local sponsorship on KTEM Temple of the Mutual broadcasts of Fulton Lewis jr.; in addition to spot announcements on WACO Waco. Agency is Young & Rubicam, Los Angeles.



hands across the air waves

No peace can be real and permanent, unless it be the peace of understanding. The constantly unfolding miracle of communications is an invitation to men to lay aside age-old suspicions and animosities. This war will not have been fought entirely in vain, if it unscrambles Babel.

Today, the hearing of a shot around the world is no mere figure of speech. It can be heard.. and so, just as easily, can a friendly greeting. Man can.. and must.. harness the genii of his laboratories for good.

Westinghouse Radio Stations have held steadfast to this concept of the high destiny of radio. They conceive their mission to the community to be the dissemination of the truth, providing worthy entertainment, and the more efficient distribution of the products of men's labor.

As we advance toward these ideals, so will we progress toward universal peace, harmony, and freedom.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

Consult NBC Spot Sales for available time

Duopoly Order Postponement Beyond May 31 Is Foreseen

Blue Network Denies Earle C. Anthony Charge of Being Forced to Sell KECA Los Angeles

WITH the Blue Network on record denying allegations of Earle C. Anthony that the network was attempting to "compel" him to sell KECA Los Angeles to it [BROADCASTING, March 13], indications pointed to possible reconsideration by the FCC of postponement of the effective date of its "duopoly" regulation, now set for midnight May 31.

Commissioner T. A. M. Craven, whose motion to delay the effective date was killed by a 3-3 tie vote Jan. 28 [BROADCASTING, Feb. 7], reportedly has been urged to resubmit the motion, now that the Commission has its full quota of seven Commissioners, with the confirmation of Commissioner E. K. Jett.

On Jan. 28 Commissioner Craven moved that the effective date of proposed Sec. 3.35 (Order 84-A) of the Commission's regulations, be postponed until Jan. 1, 1945. Commissioner Norman S. Case offered an amendment to postpone the date to Nov. 23, 1944, a year from the date of promulgation. Chairman James Lawrence Fly and Commissioners Clarence J. Durr and Paul Walker voted against postponement, with Commissioners Craven, Case and Ray C. Wakefield favoring it.

Mr. Jett has not expressed himself one way or the other with reference to the multiple-ownership ban. When his nomination as Commissioner was before the Senate Interstate Commerce Committee he declared that his actions on policy matters would be guided by his own dictates after he had studied the facts. Commissioners Craven, Case and Wakefield have contended that due to wartime restrictions it is not fair to force station owners to dispose of their properties on short notice.

In his petition to postpone the effective date, Mr. Anthony alleged that "the Blue Network has been and is relying on the early effective date of 3.35" to "compel" him to sell the station. In a telegram to the Commission last Monday, Mark Woods, Blue president, denied that the network or any of its executives "have, at any time, endeavored to compel Mr. Anthony to sell KECA at any price".

His telegram follows:

> It has come to our attention through an article published in BROADCASTING that Earle C. Anthony in petitioning the Commission to extend the effective date of Order 3.35 alleged that "for many months and particularly since the Commission action of Nov. 23, 1943 (adoption of the 'duopoly' regulation) the Blue Network Co. has been endeavoring to compel petitioner to sell KECA to it at a price very much less than it is worth. The Blue Network Co. has been and is relying on the early effective date of 3.35."
>
> We most emphatically deny that the Blue Network Co. or any of its executives have, at any time, endeavored to compel Mr. Anthony to sell KECA at any price. The Blue Network Co. has from time to time during the past two years made offers to purchase KECA which Mr. Anthony was perfectly free to accept or reject. We are in no position to compel Mr. Anthony to sell his station at any price.
>
> It is true that our affiliation agreement with KECA grants the Blue Network Co. the right of first refusal with respect to the purchase of the station. If we fail within 30 days to meet the terms and conditions of any offer received for KECA Mr. Anthony is perfectly free to accept that offer. We naturally shall expect Mr. Anthony to comply with that provision of our contract. Beyond the protection of that contractual right we have no interest in Mr. Anthony's negotiations with respect to the sale of KECA.
>
> We are shocked and surprised that the petitioner should use as an excuse for his appeal for an extension of the Commission order the completely unsupportable allegation that the Blue Network Co. has sought to take unfair advantage of the petitioner's position with respect to that order. We shall be pleased to offer any testimony relevant to this matter that the Commission may desire to hear in any proceeding before it.
>
> MARK WOODS, *President*
> Blue Network.

Food Products Purchase

LIBBY, McNEILL & LIBBY, Chicago (food products) has purchased the Blue Network 25-minute program, *My True Story*, Mondays through Fridays, on the full 177-station Blue Network, beginning April 17. Contract is for 13 weeks, on a continuing basis. Agency is J. Walter Thompson Co., Chicago.

Yankee Sport Series

ALLES & FISCHER, Boston, (J-A, '63 cigars), will again sponsor '63 Baseball News, at the opening of the baseball season, April 2, at 6:45-7 p.m., over six Yankee network stations. Agency is I. B. Hawes.

FULTON OURSLER, heard on MBS' *The People's Reporter*, is author of a mystery book *The House at Fernwood*, to be released June 22 [Farrar & Rhinehart, New York, $2].

AVERY FOR GOVERNOR! Lewis H. Avery (center), NAB director of broadcast advertising, is talked into buying NBC Thesaurus by Frank Chizzini (left), NBC Thesaurus, and Sen Kaney, NBC station relations, Chicago during dinner recently at Hotel Peabody, in Memphis.

Weather Bird

TO THE average listener, weather reports are dull, drab, statistical mutterings, but to listeners of WCKY Cincinnati, who hear J. Cecil Alter, U. S. meteorologist, the weather report is far from boring. Mr. Alter puts the weather talk into language his audience can understand, rather than talking about isotherms, low pressure areas, and precipitation. A sample Alterism: "With steadily falling temperatures through the night, snow began falling at Cincinnati soon after dark and had piled up an inch or two by midnight. The snow was accompanied by rain and strong winds, which whined and howled about Cincinnati's bedrooms like a forlorn and freezing puppy."

NBC-Stanford U. Arrange Second Radio Institute

COLLABORATING with NBC, Stanford University will offer the second annual Summer Radio Institute for eight weeks beginning July 10, it was announced by Hubert C. Heffner, executive head of Stanford's Dept. of Speech and Drama and John W. Elwood, general manager of KPO San Francisco, NBC outlet. Courses in all phases of the radio profession will be open to qualified persons, and will provide opportunity for refresher work for returning service men with radio experience, as well as a good introduction for newcomers to the radio field.

A special course for teachers has been added to the Stanford offerings this year. Information may be obtained from the Director, Summer Radio Institute, Stanford University, California.

EDWARD TOMLINSON, Inter-American advisor and analyst of the Blue network, has been named a regular staff correspondent of *Collier's* and editorial advisor on *The America's*. He continues his position at the Blue.

New Guinea Radio Speeds War News

New Shortwave Station Only An Hour From Japs by Air

NEWS coverage of the South Pacific battle area was brought 1,500 miles closer to the front lines with the establishment of Radio Guinea, which began operations Dec. 17. Maj. Edward Byron has now returned to Washington after setting up the short-wave news station located within an hour's flying time from Japanese positions.

At the order of Col. LeGrande A. Diller, chief of General Headquarters Public Relations, Maj. Byron supervised the building of the station designed to speed front line news to both the United States and Australia. It also facilitates quick filing of stories from network combat correspondents just returned from bombing raids and observation flights. Before its establishment, the news had to be flown over 1,000 miles to Brisbane and broadcast from there.

Ford Motor Used

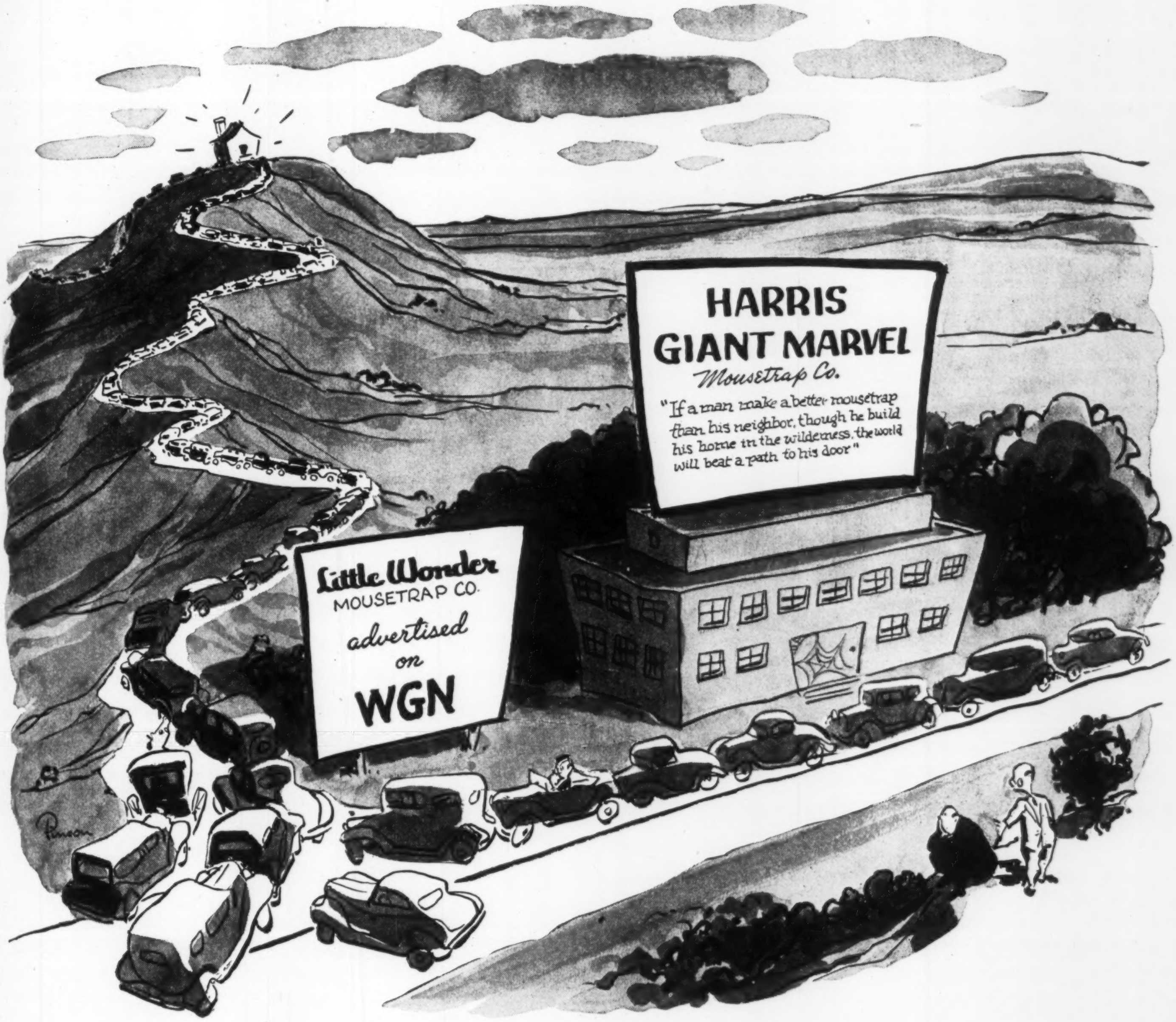
Radio Guinea was started with the generator removed from a Ford V-8, because of power shortage in the area. The station began operations on 1,000 w, and may now be running on 2,000 w, if additional power has become available. In charge of the station is Capt. Philip R. North, son of J. R. North, editor of the *Ft. Worth Star-Telegram*, and stock-holder in WBAP-KGKO Ft. Worth.

First to broadcast a story on Radio Guinea was Clete Roberts, Blue correspondent who arrived just after the opening of the station in time to tell of the Arawe landings. Since then correspondents from the four major networks, as well as Australian newsmen have filed their stories through Radio Guinea.

Operated by Amalgamated Wireless of Australasia, the broadcasts are sent to Australia and relayed to the United States. The station is an Allied project, arranged through the cooperation of Americans, Australians and Papuan natives. Working with the Army Signal Corps and Army engineers, native labor helped construct the sound-proof studios.

Blue Meeting

FIRST GENERAL management meeting of the Blue since its purchase by Edward J. Noble last year, was held at the Waldorf-Astoria hotel in New York, Saturday March 18. Department heads and other management executives from New York and Chicago met to discuss programming, engineering, sales, station relations and other phases of network operation. Mark Woods, Blue president, was to report on the general policies of the network. Meeting was called by Edgar Kobak, executive vice-president. Nearly 50 executives attended.


HARRIS
GIANT MARVEL
Mousetrap Co.
"If a man make a better mousetrap than his neighbor, though he build his home in the wilderness, the world will beat a path to his door"
Little Wonder
MOUSETRAP CO.
advertised
on
WGN
Pinson

"Frankly, Mr. Harris, I still think there's something missing in that proverb."

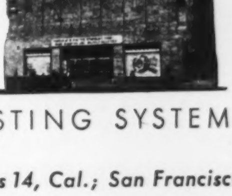
WGN carries more retail, local and national spot business than any other major Chicago station.

A CLEAR CHANNEL STATION

CHICAGO 11
50,000 WATTS

ILLINOIS
720 KILOCYCLES

WGN



MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.

Television—Post-War Job Maker

(Continued from page 11)

mellowness! Yessir—Ruppert beer is mellow-light . . . it tastes just right! But don't take my word for it . . . NEXT time, say: "Make mine RUPPERT!"

TOM JOYCE: (LIVE REMARKS TO EFFECT THAT: "Well, in television we don't HAVE to take some announcer's word for it . . . we can SEE the enjoyment Ruppert's brings!")

(LIGHTS ON STAGE "A" . . . MAN HOLDING GLASS AND BOTTLE OF RUPPERT BEER . . . HE POURS IT INTO GLASS . . . LETS IT FOAM . . . LICKS "CHOPS" IN ANTICIPATION . . . THEN DRINKS AND REGISTERS INTENSE SATISFACTION.)

* * *

TOM JOYCE: (LIVE REMARKS TO THIS EFFECT: "Or let's say you're selling overalls—with radio, it's a case of 'listen' ":)

No. 2

ANNR: Men, if you're doing a war job . . . you need work clothes that can "take it" . . . so when you buy overalls, insist on "No Rip"! Are they TOUGH? Well, you've seen their trademark . . . six men in a tug o' war! Yes . . . it's a FACT! "No Rip" work clothes are SO tough . . . SO durable . . . the seams are SO sturdy . . . they just WON'T rip . . . no matter WHAT kind of punishment you give 'em! They're guaranteed—a brand-new pair if they rip or tear! So NEXT time, get "No Rip"—you'll see that "No Rip" means longer wear!

TOM JOYCE: (LIVE REMARKS TO THIS EFFECT: "All right now—let's SEE how strong they are!")

(LIGHTS ON STAGE "A" . . . GIRL HOLDING OVERALLS . . . THREE MEN ON EACH SIDE . . . FIRST IN LINE EACH PICKS UP A LEG . . . TUG O' WAR.)

TOM JOYCE: (LIVE REMARKS WHEN OVERALLS RIP: "See? In television you have to be *careful* what you promise—I'm going right back to the manufacturer and demand a *new* pair!"

* * *

TOM JOYCE: (LIVE REMARKS TO THIS EFFECT: "This next manufacturer hasn't gone in for radio advertising . . . because he doesn't think mere words can adequately describe his product . . . I'm inclined to agree:")

No. 3

ANNR: Listen, lady—if you could only SEE how easy it is to operate an ELECTROLUX, you'd never be satisfied with any other cleaner! No heavy machinery to push around . . . just a light wand that obeys your every command! And what a cleaner! Dirt disappears as if by magic. But there's only one way to find out how superior Electrolux is—that's to actually SEE it in operation! So tomorrow—phone the Electrolux Corporation for a free home demonstration.

TOM JOYCE: (LIVE REMARKS ALONG THESE LINES: "Right! The only way to appreciate an Electrolux is to see it in action . . . Television will bring the Electrolux demonstration into millions of homes. No one will shut the door on a demonstration via television, which shows the housewife how to avoid drudgery. (LIGHTS ON STAGE "B" . . . GIRL CLEANS RUG AND HUMS "TAKE IT EASY".)

* * *

TOM JOYCE: (LIVE REMARKS TO LEAD INTO No. 4: "Here's ANOTHER product that defies radio to do it justice:")

No. 4

ANNR: Now let me tell you about Tuf-Flex, that miracle of glass-making developed by the Libbey-Owens-Ford Glass Company. Tuf-Flex is the amazing heat-resistant and shock-resistant plate glass that's from three to seven times stronger than ordinary plate glass. It's SO tough that you can pound it with a sledge-hammer . . . so FLEXIBLE that in actual tests, Tuf-Flex has supported the weight of a two-ton elephant! If we only had TELEVISION, you could see, with your OWN EYES, why it's named Tuf-Flex—T-U-F, because it's tough, F-L-E-X because it's flexible—Tuf-Flex!

TOM JOYCE: (LIVE REMARKS . . . TO THE EFFECT . . . "Well, we don't have a two-ton ELEPHANT, but we DO have television! (LIGHTS ON STAGE "B" . . . SHEET OF TUF-FLEX BETWEEN TWO CHAIRS WHICH ARE HELD DOWN BY TWO MEN, WHILE TWO OTHER MEN STAND ON TUF-FLEX . . . THEY GET DOWN AND BURLEY STEVEDORE HITS GLASS WITH SLEDGE HAMMER, THEN HOLDS IT UP TO SHOW IT HASN'T SPLINTERED.)

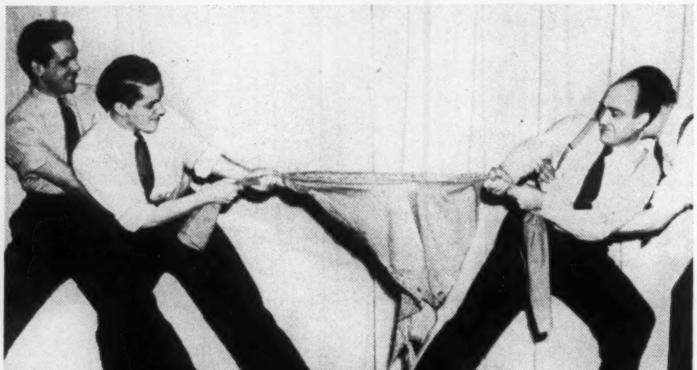
Only about 5 per cent of the department store advertising revenue goes into radio broadcasting. That's because department store executives have found through actual experience that they must show their goods in order to sell them. Television will do just that!

Take a store like Best's, for example, which has a nation-wide reputation in baby wear. In the average year, there are born, in the area served by NBC's New York television station, 190,000 babies. If Best and Company—or some other progressive department store—has a weekly television program which will show the expectant mothers, the mothers and the mothers-in-law—not to mention the fathers—how to take care of the baby, there will be an enormous and eager audience.

On such a program would appear the outstanding authorities in the field of baby care, to show the mothers, in the metropolitan area—as well as elsewhere, if Best and Company chooses to use network broadcasting—the proper care of the baby.

Everything used on such a program would actually be a commercial—although not directly intended as such. The bassinet, the baby powder, the baby oil, the diapers, the toys, the food, the dresses, the shoes, the furniture, the room decorations, the outdoor playthings—every stage property, so to speak would be of interest to the hundreds of thousands looking in. The desire of these mothers to give to their babies the advantages of all the things shown on the television program would translate itself into purchases which, in turn, would translate themselves into more jobs.

Television may enable department stores to compete effectively with mail order distribution. Daily "television specials" with a telephone order service will make shopping easier and may reduce distribution costs. One sales demonstration can reach hundreds of thousands—or millions—of possible buyers. Whereas newspaper "specials," before the war, were largely designed to get the customer in the store, the "television special"—occurring at a different spot in each day's program—will be an inducement to watch the sponsor's entire program of advertised goods; and therefore will pay for itself in added sales, with far less inconvenience to the customer.



THIS IS what a "commercial" will look like in post-war television—said Thomas F. Joyce, RCA executive. It's a sight-and-sound ad for "non-rip" overalls as a "live" commercial. The overalls ripped unexpectedly. Commented Joyce: "Television will make for truth in advertising."

There is a lively, interesting, once-a-week television program in every department of the department store. Because the primary problem of life is living—and to make life worthwhile is the problem of the women, who spend 85% of the income. America's purchasing agents—the women—would be keenly interested in such programs. The fact that the most widely read pages in any newspaper, by women, are those of department store advertising pages, is ample proof of the interest value and sales power that will be packed into department store television advertising. All this spells one thing—more consumer buying and more jobs.

Travel Increase

Or take the travel industry. This group, only a moderate user of radio, ranked as the most prominent television advertiser over a two-year NBC experimental period. And for obvious reasons. Bathers splashing in the surf at Miami, in the winter, and beautiful maidens sporting in the snow at Sun Valley, stimulate more train, auto and air traffic than all the still or word pictures in the world.

So whether you're selling Buicks or bassinets or lower berths, steamship tickets or airplane tours, you're going to sell more of them by television; and what's more, you're going to have to hire *more people* to take care of the extra business. And I need not remind you gentlemen that the same goes for a host of other products, from shoes to sealing wax.

What proof have we of television's selling power as compared with other advertising media? Just this:

One of the National Broadcasting Company's 1941 television advertisers in a scientifically controlled test determined that the effectiveness of television selling was of the order of ten to eleven times greater than all the other media used by the advertiser combined.

Because television has the power to create consumer buying of goods and services beyond anything that we have heretofore known, we can count upon its helping to bring about a high level of postwar prosperity in agricultural, industrial and the distributive industries, as well as personal and professional services.

This means jobs. Jobs are made when people decide to buy goods or services.

During the depression years, the individual savings of the American people reached a low point in 1933 with $22,292,000,000 in savings banks and postal savings. More than two billion dollars were being hoarded. Every year after 1933 the amount of money in savings banks, postal savings and the newly developed U. S. Savings Bonds increased substantially. By 1937 reached $26,265,000,000. Yet we continued to have, during this period, extensive unemployment.

People valued their money, all through that period, more than they did merchandise. It is only when people value merchandise more than money that they are willing to exchange money for merchandise. Television, properly used, has the power to make people want merchandise more than money, thus creating the necessary turnover of goods and services which alone can sustain continuing and useful jobs.

Post-War Video

What is needed to start television immediately after the war?

First, a full agreement on television standards which will have the approval of the FCC so that manufacturers and broadcasting stations can intelligently plan their post-war program. If these standards are not agreed upon and approved by the FCC before the end of the war, obviously, television will be delayed.

Secondly, television started in a portion of the radio spectrum, which has been proved admirably suited for television broadcasting. Just now, some people are proposing that television broadcasting be shifted to higher radio frequency channels. Before the war, we started to learn just how well we could do television broadcasting at the higher frequencies, but the war interrupted these tests. We must still do this work and then make practical field tests. This will take time, even if the results are satisfactory after the first trial. It will mean a relatively long delay. In the opinion of a number of engineering experts, it will be five or more years.

It is important for the future prosperity of our people that large scale television expansion start *immediately after the war*. A nation-wide television system should come into being before the first postwar blush of prosperity begins to fade away, which based on previous experience happens when the most urgent consumer needs have been taken care of and the wholesale and retail stocks have been built back to normal.

With a television system in existence at that time, American agriculture and industry will be in a position to so present their products and services so effectively *that a high level of purchasing will be maintained, thus contributing to*

The Shape of Things to Come

The American woman will step into the post war picture with greater prominence after the war when those now empty shelves and display windows will be a wonderland of new things for her to buy. *And buying is woman's greatest pleasure.* **Start your radio promotion for post war selling NOW!**

WSPD, Toledo's 5,000 watt, NBC station carrying the top net shows, will tell your story to over a million-and-a-half prospects in this prosperous Northwestern Ohio-Southern Michigan market.

Just Ask Katz

WSPD
TOLEDO, OHIO
5,000 WATTS
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

the maintenance of a high level of employment. Any substantial delay in starting television after the war will prove to be a disservice to American farmers, American labor, American industry and to all of our people. The price that will be paid for this delay will be measured in terms of a reduced volume of turnover of goods—which in turn means a reduced number of jobs.

What to Expect

Assuming that television is given the green light and no obstacles are placed in the path of its commercial development, then this is what we may expect:

1. The development of a satisfactory home radio and television set to retail for approximately $200. Our analysis of the market has shown that 61.3% of the people are prepared to buy a television set at this price.

2. The rapid expansion of television receiver sales in the first television market—that is, New York, Philadelphia, Albany-Schenectady, Chicago, and Los Angeles. Television transmitters already are in operation in these cities. This first television market has 25,907,600 people, 7,410,000 wired homes and 28.46% of the United States buying power.

Within 18 months after television receivers are available at a $200 retail price, 741,000 homes will be equipped Assuming the average viewing audience per receiver, on the basis of 741,000 equipped homes, is six people (the present average is 10), the total advertising audience available would be 4,446,000 people.

3. Three of these markets—New York, Philadelphia and Albany-Schenectady—are already broadcasting television programs originating at a central source. Thus, the nucleus of a television network has already begun.

Within three or four years after the commercial resumption of television, a network will connect the main cities on the Eastern Coast between Washington, D. C., and Boston, and by the end of the fourth year, a 1,500 mile network circuit will connect the Middle West with the Atlantic Seaboard. This trunk line television network just outlined, with the secondary networks that would be offshoots from it, will serve the 19-state area bounded by Illinois and Wisconsin on the West and Virginia and Kentucky on the South. There are approximately 70,000,000 people in this area. It represents approximately 62% of the purchasing power of the country. All of this development can be expected to take place approximately five years after the full commercialization of television.

4. Within five years, television transmitting stations will provide coverage for the 157 key cities of the United States.

5. It would also be reasonable to expect that by the end of the fifth year, after the full commercialization of television, the engineers of the industry should be able to develop a low cost automatic rebroadcasting television transmitter to provide coverage of the smaller markets.

The American Telephone and Telegraph Co. has announced that it is tentatively planning to construct "between six and seven thousand route miles of coaxial cable in the next five or six years." Should these facilities be available for television, so much the better. So whether we have radio relays or coaxial cable, or both, as is likely, it will be economically feasible to bring television service ultimately to practically every home in the United States.

It would not be unreasonable to assume that within ten years after the full commercialization of television, television service would be available to 23,700,000 wired homes or 80% of the wired homes of the United States. This would represent an audience of about 112,000,000 people and approximately 82% of the total U. S. buying power.

Television industry sales at this point should be, approximately, 2,500,000 units per year for a total retail billing of between six hundred million and seven hundred million dollars. This billing, together with replacement tubes for existing receivers, service, transmitter sales, television advertising revenue, etc., will make television the billion dollar industry that many have prophesied it will be.

Video Entertainment

On your way out, you will see on Dumont, General Electric, Philco and RCA television receivers, television commercials the way they will look in the home. Remember, all these receivers are pre-war production. Unquestionably, each of these manufacturers knows how to do the job better today and at lower cost. Make allowances for the fact that these television receivers are in a ballroom. Remember television will be in the living room. It is intimate. It is personal. And remember, too, that the present size of the picture is no indication of what will ultimately be available. We have successfully shown television pictures on a theatre screen 16 feet by 20 feet.

Before closing, I would like to cover one more facet of television—a very important one—*entertainment!* What form will it take?—what about talent?—where will it come from?—will television get the top-flight stars? Let's ask an expert for the answers—an expert whose organization has a television department in full operation and is now supplying talent to television stations and advertising agencies. Let's ask William Morris Jr., president of the William Morris Agency, one of the oldest and largest theatrical agencies in America with a star-studded roster of artists and performers in every field of entertainment. Among them, Orson Welles, Judith Anderson, Merle Oberon, Tallulah Bankhead, Burns and Allen, Dinah Shore, Milton Berle, Red Skelton, Joe E. Lewis, Olson and Johnson, Sigmund Romberg and scores of others. This is what Mr. Morris says about the availability of talent for television.

> "I believe that there will be a parallel in the development of television to the early periods of motion pictures and radio when performers cooperated fully by offering their services at reasonable fees. When motion picture shorts were the proving ground for today's full-length super talking motion pictures, actors, producers and directors cooperated by working for minimum salaries. The same will hold true for television.
>
> Talent will be the key to television entertainment and whether that entertainment takes the form of live shows or film—*or both,* you will find a willingness on the part of the artists to make their contribution to the furtherment of this new industry. Obviously, their reward will come later as it did in motion pictures. Yes, expect the finest in entertainment thru this new medium—both from the world of talent that has already achieved fame and from an untapped world of new faces, new names, new voices that looks to television for expression of their artistry.

Let's exemplify what Mr. Morris means. Listen to a little of this piano concert the way you would hear it over your radio.

Record—Korbel piano solo

That might be Brailowsky. It might be Horowitz. It might be Rubinstein. Unquestionably, it's a great artist with a great talent. If you did not hear the announcement before or after the program, you would not know who was the soloist. But this is what television would show:

Curtain—boy seated at concert grand playing (use telephone book on chair)

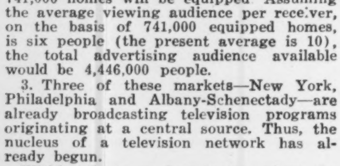
Now, you gentlemen have the imagination to recognize what the impact of such a demonstration would be on a typical American home. Every mother thinks her son has in him the spark of genius. Certainly, any mother seeing and hearing Richard Korbel perform would be inspired to have her son play the piano or some other musical instrument. Consider the demand that such a program—even though it were not selling pianos directly—would create for pianos and sheet music. Think what it would do in arousing the competitive spirit in American youth. Millions of boys and girls would say: "Well, if that kid can do it, I can, too—except twice as good!"

That's what Paul Hoffman meant when he said:

> I would not be the one to say that a so far-reaching development as television could not be responsible, within the next decade, for increasing the demand for goods and services by as much as 10%. That would mean, potentially, 4,600,000 new jobs that have been created as a result of the increased purchasing of goods and services brought about by television.

At Joyce Demonstration

A VIRTUAL who's who in television was represented by the head table for the address-demonstration of Thomas F. Joyce, RCA executive, at the Sales Executives Club in New York last week. The list included: Allen B. DuMont, president, Allen B. DuMont Laboratories and president of Television Broadcasters Assn., who introduced Mr. Joyce; Joseph H. Ream, CBS vice-president; O. B. Hanson, vice-president and chief engineer, NBC; Edward W. Wood, sales manager, Mutual; Robert F. Shannon, general manager, RCA Victor Division; J. R. Poppele, secretary and chief engineer of WOR; J. D. McLean, television sales manager, General Electric Co.; Edward J. Nally, member of the board and vice-president of RCA; George T. Schupert, Paramount Pictures Corp.; Norman D. Waters, president, American Television Society; James H. Carmine, vice-president, Philco; Wilbur L. Forrest, assistant editor, *New York Herald Tribune* (television applicant); Earl G. Hines, president, General Precision Equipment Corp.; Charles Robbins, vice-president Emerson Radio & Phonograph Corp.



BOUQUET WAS GIFT of sponsor at initial broadcast of the thrice-weekly quarter-hour *Andy & Virginia* program which started on Blue California and Nevada stations on Feb. 14. Lyon Van & Storage Co., Los Angeles, sponsors series on a 52-week contract. Gift-admirers (l to r) are Andy Mansfield, of talent team; H. M. Burgeson, vice-president of Lyon Van & Storage Co. in charge of sales and advertising; Stuart Reynolds, account executive of BBDO, Los Angeles agency; Virginia Mansfield, of talent team, and Myron Elges, Blue Hollywood account executive.

WAVES Roll In

HARDLY had the WAVE recruiting program gone off WHYN Holyoke than a Springfield girl quit her job and volunteered at the nearest recruiting station. Guest on the effective broadcast was Helen Zielinski who volunteered as a WAVE over the air, telling the audience her reason for joining was her brother who was rescued at sea after the *Hornet* went down.

Transmitter Technicians Held More Skillful Than Engineer Announcers

NATIONAL Labor Relations Board last week ordered that an election be held at KVOD Denver to determine whether technicians at the station desire to be represented by the International Brotherhood of Electrical Workers, Local No. 1222, for the purposes of collective bargaining.

In its decision granting the election the board denied the company's contention that all of the station's announcer-technicians are radio technicians and should be included in the bargaining unit. It held that "skill exercised by the trasmitter technicians is much greater than that required by the announcer-technicians. The former must understand the theory behind the operation of the equipment, the latter need only to know how to operate it."

International headquarters of IBEW explained that the unit which the union had petitioned to establish was made necessary by the operations at KVOD which does not use any full-time announcers. The announcer-technicians, according to the Board, spend approximately 25% of their time in announcing and 75% in other studio duties. The station employs 5 announcer-technicians and 3 transmitter-technicians.

World-Wide Completes Contract with IBEW

AN AGREEMENT between the World-Wide Broadcasting Corp. and the International Brotherhood of Electrical Workers, Local No. 1228, covering broadcast technicians employed by the company's shortwave stations at Scituate, Mass., was announced by IBEW international headquarters last week.

The agreement, which is for one year, provides a wage scale ranging from $50 to $85 per week, based on a progression schedule of 6 years. Other provisions stipulate overtime for work in excess of 8 hours a day or 40 hours a week, three weeks paid vacation, seniority of service in reduction of personnel, sick leave with pay, union membership and arbitration of disputes not settled in conference. Wage provisions are subject to approval of the National War Labor Board.

Stations covered in the agreement are WRUL WRUW WRUS WRUA WRUX. Negotiations were handled by Walter S. Lemon, president of World-Wide, and Freeman L. Hurd, IBEW international representative. Mr. Hurd expressed satisfaction with the agreement which follows the general pattern of IBEW contracts with standard commercial stations.

Correspondents Honored

RETURNING war correspondents will be honored at a dinner to be given by the board of trustees of Town Hall at the Waldorf-Astoria, New York, Wednesday, March 29. "I Predict" will be the theme of the dinner. War correspondents just back from overseas assignments will state what they think of the progress of the war and what may be expected next.

"This one event symbolized the kind of service New Yorkers can expect from WMCA"

VARIETY

SHOWMANAGEMENT CITATION

for Outstanding War Theme Feature

"CHRISTMAS OVERSEAS"

WMCA—NEW YORK

NEW WORLD A'COMING

Unique dramatization of Roi Ottley's best-seller, starring Canada Lee every Sunday 3:03—3:30 p.m.

WAKE UP—AMERICA

Novel network quiz debates featuring well-known leaders in all fields. 5:30—6:00 p.m. Sunday.

VERY TRULY YOURS

Norman Jay's pertinent open letters to famous people in the news Mon.-Wed.-Fri. evenings 9:30—9:45 p.m.

LET'S LISTEN TO A STORY

Exciting story-telling hour for children of every age. "A welcome move", said Variety. 9:03 — 9:30 a.m. Sunday

Nine awards in nationwide competition! WMCA singled out as New York's only independent station to receive an individual citation!

"Christmas Overseas" sounded our opening gun in an aggressive new program policy. Other outstanding features—and we introduce a few newcomers herewith —have followed in rapid sequence.

This may explain why radio folks continue, as Variety puts it, to "whisper in post-mortem conferences 'why didn't we think of that' " about WMCA features. It may also suggest a reason why more and more New Yorkers are learning to tune in WMCA more of the time.

wmca

FIRST ON NEW YORK'S DIAL– 570

THIS IS AMERICA'S LEADING INDEPENDENT STATION

NAVY, NETS AGREE ON BATTLE NEWS

AGREEMENT on network coverage of future naval operations has been reached, according to Lt. Comdr. J. Harrison Hartley, Chief of the Radio Section, Navy Public Relations. The four major networks signed a contract a fortnight ago, providing for a pooling of personnel to cover naval news as it breaks.

As the Navy makes assignments available, the networks will delegate a man to each assignment, each representing the interests of all four networks. Every news dispatch filed, eyewitness description recorded, and the first broadcast of a radio reporter from an available transmitter will be offered to the four networks simultaneously for use on the air.

Network representatives signing the agreement, made through Comdr. Hartley are: Paul White, CBS; G. W. (Johnny) Johnstone, Blue; John Whitmore, Mutual; Francis McCall, NBC.

BUFFALO & ERIE COUNTY
4th WAR LOAN DRIVE
'On the Air'
A day-to-day account of radio publicity

EXPLAINING his chart showing the daily local participation of Buffalo stations in the Fourth War Loan Drive, John F. Higgins (1) of the Baldwin & Strachan agency tells Daniel W. Streeter, Buffalo's Fourth Loan campaign chairman, that "too few realize the actual extent of radio's contribution". Mr. Higgins has been radio director for the local campaign. No attempt was made to show on the chart the many additional hours devoted to network Loan programs.

MBS Billings Up

MUTUAL billings for February show an increase of 87.4% over the same month last year, and a decrease of 11.9% from January, 1944, the drop being ascribed in part to the shortness of the past month. Figure for February, 1944 is $1,547,860, as compared to $1,760,299 for January. Cumulative billings for the first two months of the year registered a rise of 81.9% over 1943. Current total is $3,308,159, while the comparable figure last year was $1,818,189.

Fisher Flour on Blue

FISHER FLOURING MILLS, Seattle (Biskit-Mix flour), on March 13 started sponsoring *Radio Parade* on 15 Blue Pacific stations, Monday through Friday, 1:15-1:30 p.m. (PWT). Contract is for 52 weeks. Bob Nichols writes and presents commentary. Pacific National Adv., Seattle, has the account.

Another National Award

FOR

WHP

HARRISBURG

THE ONLY STATION IN THE NATION TO RECEIVE THE AWARD FOR

Distinguished Merit

FROM THE

NATIONAL CONFERENCE OF CHRISTIANS AND JEWS

FOR ITS

OUTSTANDING CONTRIBUTION IN PROMOTION OF GOODWILL AMONG THE AMERICAN PEOPLE

WHP Expresses thanks to:

MARI YANOFSKY, Writer ● **DICK REDMOND,** Producer and Director

Who Were Given Special Mention for the Presentation of the Programs Receiving the Award

Foreign Language Broadcasters Meet

Council for American Unity Stages New York Session

FOREIGN language broadcasters' most pressing problem is created by European nationalist interests which tend to inject disunity and sometimes subversiveness into radio programs, it was pointed out at a recent meeting of the foreign language broadcasters arranged by the Common Council for American Unity in New York.

Edward H. Bronson, Office of Censorship, and Lewis Frank Jr., OWI, addressed the meeting.

Concern was expressed over a possible decrease in the amount of foreign language broadcasting for various reasons, prime one being that it tends to "chase away" from the station English-language listeners, but there was no agreement that there was such a trend. Both government officials denied emphatically the suggestion that the government was trying to discourage foreign language broadcasting. One of the big questions in current foreign language radio is how to handle broadcasts on European boundary disputes, in particular the Polish border question. The suggestion was made that such topics be discussed from the point of view of American interests, rather than from that of either country involved.

Participating in the conference in addition to Jacques Ferrand, foreign language radio chief, and Read Lewis, executive secretary of the CCAU, were: Ralph N. Weil, Arnold B. Hartley, WOV New York; G. Lupis and West M. Willcox, WHOM Jersey City; George Steffanides, WORL and WCOP Boston; Pauline Adamis, WTHT Hartford; Frank Johnson, Mr. and Mrs. W. Ochrymowiez; Abe Lyman and Peter Lindt, WBNX New York.

Taylor-Reed to R&R

TAYLOR-REED Corp., Mamaroneck, N. Y., manufacturers of Tumbo dessert puddings and Cocoa Marsh, Milk Booster, has appointed Ruthrauff & Ryan, New York, as agency. Spot radio is being used in the New York area.

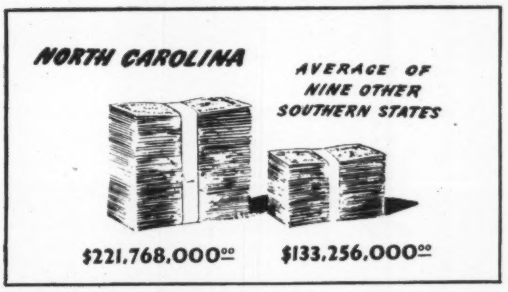
ON THE AIR, the story of broadcasting, filmed by Paramount for the Westinghouse Radio Stations Inc., was given its first public showings in Boston at a two-week historical radio exhibit in Filene's department store which some 15,000 visitors witnessed. Robert White, former WBZ announcer and present KDKA program director is narrator for the film which came to Boston from Pittsburgh, and is now scheduled for Philadelphia.

LONE RANGER WINS

FEDERAL JUDGE William J. Campbell pronounced a $10,000 judgment on March 13 favoring Lone Ranger Inc. (General Mills, Blue Network) in the suit against Sunbrock Shows Inc., and Larry Sunbrock, operator of a rodeo that closed a Chicago engagement, Sunday, March 12. Accused of violating a temporary injunction restraining them from using the name, "Lone Ranger" and a feature act billed as the "Lone Ranger", Sunbrock Shows' injunction was made permanent.

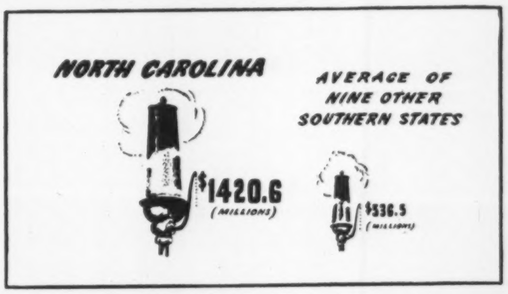
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

IN AGRICULTURE



CASH INCOME AND GOV'T PAYMENTS Source: Department of Agriculture. 1940

IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF

with 50,000 WATTS in RALEIGH is

NORTH CAROLINA'S No. 1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives

Look Down South in Dixie!

Looking for a Southern market area that has *every* essential for successful promotion? Then take Nashville!

This booming trade zone—all of Middle Tennessee and part of Southern Kentucky constitute the Nashville territory—now offers national advertisers an extra choice market for present or pending schedules.

With money to spend as never before, this Nashville market is spending it in a big way for products currently advertised over WSIX, "The Voice of Nashville." For complete information, contact the station.

Member Station, The Blue Network and
Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

Press Commends WLB Tripartite Panel In Recommending End of Disc Strike

A NEW DELUGE of newspaper editorial opinion, applauding the recommendation of the tripartite panel of the War Labor Board that the transcription strike be called off, but calling upon Congress to amend the labor laws to avoid post-war recurrence of the plan for post-war royalty payments for unemployment relief, appeared last week in the wake of the report.

The *New York Herald-Tribune*, persistent critic of "Petrilloism," which described the AFM president as "a symbol of completely ruthless and completely dictatorial labor leadership," criticized the finding in the panel report that the royalty payment basis was "sound social policy." Even with the "proper safeguards" proposed, it stated that without a complete reorganization of AFM it would be impossible to tell whether Petrillo was "subsidizing unemployed musicians with the royalty payments or simply distributing largesses to the heterogeneous multitude enlisted under his banner."

For Duration Only

Calling attention to the War Labor Board status as purely an emergency agency and that Mr. Petrillo had said he would not have precipitated the fight until after the war if he had known there would have been a War Labor Board, the *Herald-Tribune* said that unless Congress does something about the labor laws, "there will be no legal protection whatever against the Petrillos."

The *Washington Star* said it was difficult to see where the panel report "is an important setback to the long-range plans" of Petrillo. If the full board sustains the panel, said the *Star*, Mr. Petrillo will be checked for the duration of the war. But, it added, there is no reason to suppose that he will not renew his demands successfully when the war ends.

Describing the Petrillo unemployment relief effort as anything but "sound social policy," the *New York Times* pointed out that for a union to levy a private sales tax would enable it to set up its own private system of unemployment relief without adequate public supervision of union funds. To use the "coercive power" of the union to force the employment of unnecessary musicians in wartime is "utterly indefensible," said the *Times*. And in peacetime it is "merely to deprive workers of other types of jobs while depriving the community of the economic product that such workers would otherwise produce."

Calling the direct payment principle "closely akin to blackmail," the *Washington Post* pointed out there was no Petrillo-imposed ban on the making of records by companies acceding to the union ultimatum. It defended the position of the panel as "unassailable" and described the talk about banning of record-making because the use of canned music "takes bread out of the mouths of musicians" as a "smokescreen concealing the real issues in dispute."

Canada Loan

CANADA'S SIXTH Victory Loan campaign starts on April 24 for $1,200,000,000 in a three-week drive. Radio advertising for the campaign is being placed by the National War Finance Committee of the Department of Finance, Ottawa, and takes the form of network variety programs featuring name stars. On the English stations the *Victory Star Hour* starts April 12 to run for five weeks to May 10, on 71 Canadian stations, Wed. 8:30-9:30 p.m. (EDT) on 46 Atlantic, eastern, and central time stations, with a repeat at 11:30 p.m.-12:30 a.m. (EDT) for 25 Mountain and Pacific time stations. French version of the variety show is *L'Heure de la Victoire* on 14 French-language stations, from April 13 to May 11, Thurs. 8-9 p.m. French-language stations will also carry from April 17 to May 13 five minute talks, Mon. thru Sat. 7:55-8 p.m. French programs are being placed thru Canadian Adv. Agency Ltd., Montreal; English programs thru MacLaren Adv. Co., Ltd., Toronto. Other programs are understood to be planned.

Chicago Campaign

LAUNCHING of a $300,000 advertising campaign designed to remove Chicago from the Group 1 labor shortage classification, imposed March 1, was announced last week by James M. Cleary, Roche, Williams & Cunnyngham, Chicago, and Leo Rosenberg, Foote, Cone & Belding, Chicago. Industrial firms will contribute $150,000 to the total, with the remainder in the form of time, space and effort donations involving all forms of media, advertising agencies and executives. Objectives of the copy plans, not yet definite, will be to overcome job shifting, move workers into essential industries, induce greater housewife employment and lessen absenteeism.

Rainey Joins NAM

WILLIAM S. RAINEY, has been named director of radio of the National Industrial Information Committee, public relations subsidiary of the National Assn. of Manufacturers. Committee is planning a "Better America" promotion campaign, utilizing radio, together with newspaper and magazine ads to highlight the "post-war ambitions of American enterprise" [BROADCASTING, Dec. 27]. Radio plans are still in the formative stage. For three years, Mr. Rainey has been associated with the War Finance Committee of the U. S. Treasury. Before joining the Treasury Mr. Rainey was head of production at NBC.

DID YOU-ALL HEAR THAT HUMMING NOISE?

We certainly did, "Suh"! We've been hearing it since 1935. That's the year scores of new industries began moving into the Savannah Seaboard Market. With all the manufacturers going full blast around here, no wonder the noise they make reaches the ears of advertisers all over the country.

The war has given our humming an added emphasis—six military centers, and 25,000 hard-working Americans in three busy shipyards and other war plants. And such loud humming means the tremendous, opportunity-packed, Savannah Seaboard Market has a lot of extra cash these days. Where they spend it is up to the advertisers who reach these people through their favorite radio station.

WSAY *"THE VOICE OF SAVANNAH"*

LIBERTY NATIONAL BANK BUILDING • SAVANNAH, GEORGIA

HARBEN DANIEL
General Manager

GEO. P. HOLLINGBERY CO.
National Representative

NBC

Selling the New Savannah Seaboard Market

On Target..Bombs Away!

**Behind the mission's success
is the trained skill of the bombardier**

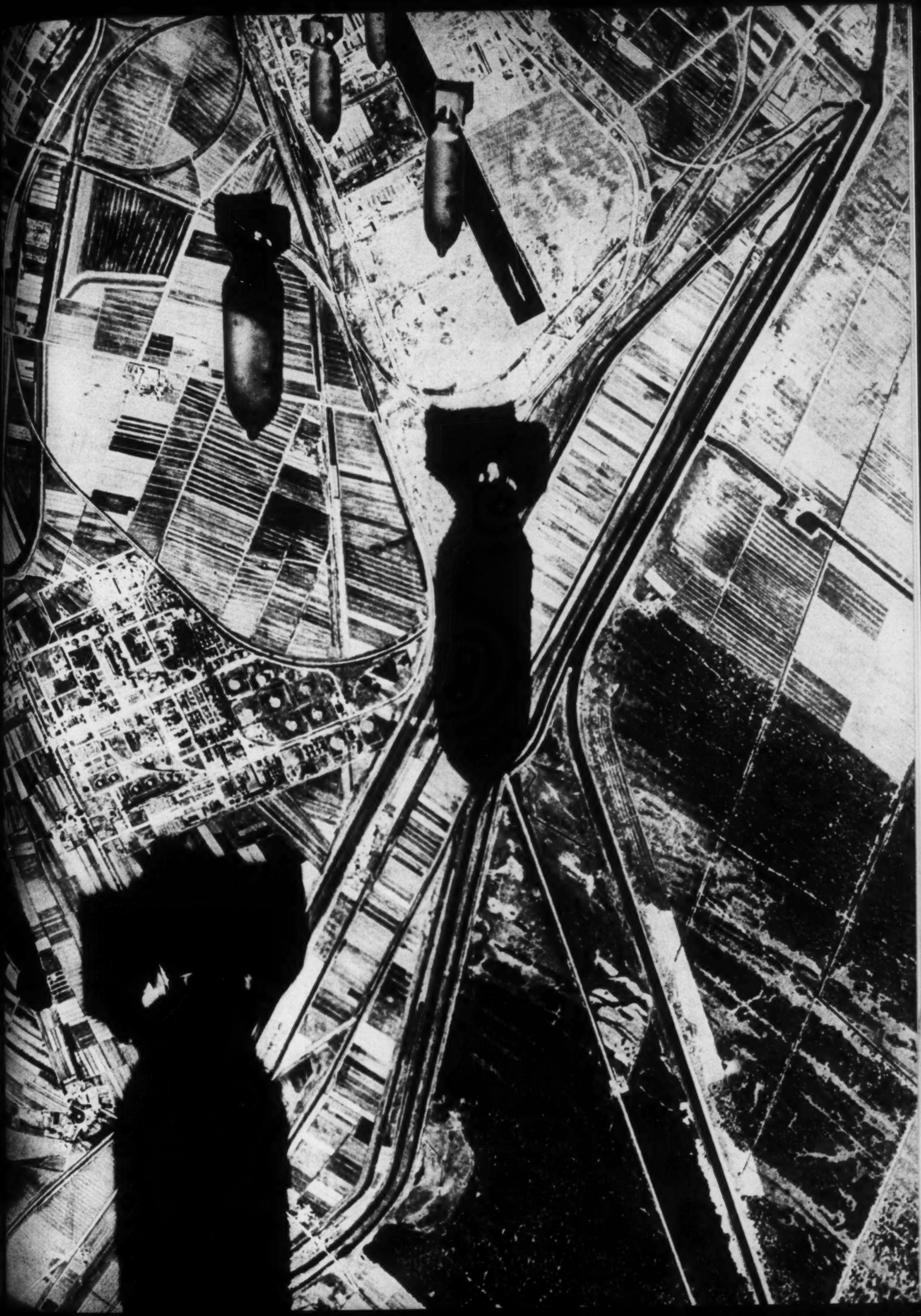
Bomb release and bomb sight, extraordinary mechanisms of precision, all wait upon the expert hand of the skilled bombardier to bring them into perfectly coordinated action at precisely the right moment to hit the target accurately.

In a similar way, the success of Spot Radio depends upon the skill with which it is applied to each product. If time, locality, and program are perfectly coordinated to build an effective campaign...the product hits the target in listeners.

We concentrate on the study and planning of Spot Radio Advertising and the stations we represent. We believe our success in Spot Radio depends on knowing what to do...and doing it with an expert hand.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES



Editorial

Jimmy's Waterloo

LIKE EVERY Caesar, James Caesar Petrillo has met his 'Waterloo'. His first defeat comes at the hands of the NWLB panel which, following exhaustive hearings and study, has concluded that when Jimmy stopped his members from recording music on Aug. 1, 1942, he called a "strike" inimical to the war interest.

Arthur S. Meyer and Gilbert E. Fuller, who submitted the majority report, call upon NWLB in Washington to order the strikers back to work. But their report goes far beyond the recording issue. They found that no unemployment exists among musicians and that radio isn't responsible, either directly or through transcriptions, for any decrease in musicians' employment. That has been the contention of radio from the outset of the running fight with Petrillo which began a decade ago.

The panel's report points up the whole radio-music controversy. While it did not find the union's "fixed fee" royalty policy—accepted under duress by most of the transcription and record companies—to be contrary to "public policy", it nevertheless concluded that the demand was not "fair and equitable" under wartime conditions or "customary" in collective bargaining.

Radio owes a debt to NAB, for its determined stand, and to Columbia Recording and to RCA and its recording subsidiaries, for their steadfast refusal to capitulate to Petrillo's arbitrary "private relief" demands. Their wisdom is borne out by the panel's findings. It is difficult to see how NWLB can do other than sustain the Meyer-Fuller recommendations. Their report is clear, cogent and logical, and to us appears to be indisputable as to the facts.

The report brings into focus other Petrillo demands currently being made of radio. If no unemployment exists among musicians, and if radio is in no way responsible for any unemployment which may have existed, how can AFM conceivably demand that stations and networks pay more and more for house bands? And what justification can there be that "platter-turners" at stations and music librarians be AFM members at scales from $65 to $90 per week? Why the requirements for stand-by orchestras, even when military bands perform? The redoubtable Jimmy himself said he never expected to get away with record-turners. Yet, in his current network negotiations, he is demanding them at network owned and operated stations, which obviously would mean ultimate general enforcement throughout radio.

In its current negotiations, AFM has been getting around the "Little Steel" formula by requiring hiring of additional musicians (most of whom never perform) rather than through increases in pay scales of more than the 15% limit. All these demands have been based on what always has been a fallacious premise—unemployment allegedly caused by radio and what Jimmy blandly calls "canned music". Now it is official—the WLB panel finds there is no unemployment.

In keeping with the panel's recommendation, we trust NWLB forthwith will "terminate the strike" and order the musicians back to work on recordings. The "private WPA" requirement foisted upon the other recording and transcription companies likewise should be terminated, as the panel recommends.

AFM, through its absolute monarch, Mr. Petrillo, has served notice that it will carry the issue to the Supreme Court if NWLB sustains the panel recommendations. Until there is a final adjudication, AFM demands, whatever their nature, should be held in abeyance.

Hearings also have been reopened by the Senate Interstate Commerce subcommittee on music. The unemployment relief story has been exploded as a hoax and a phoney, since two out of three AFM members earn their livelihoods in other fields.

Even if sustained by NWLB, the panel's findings constitute only temporary relief for the duration. The Clark Committee, we hope, will come up with specific legislation to amend the labor laws so that the whole issue of "made work" and despotic labor rule will be clarified.

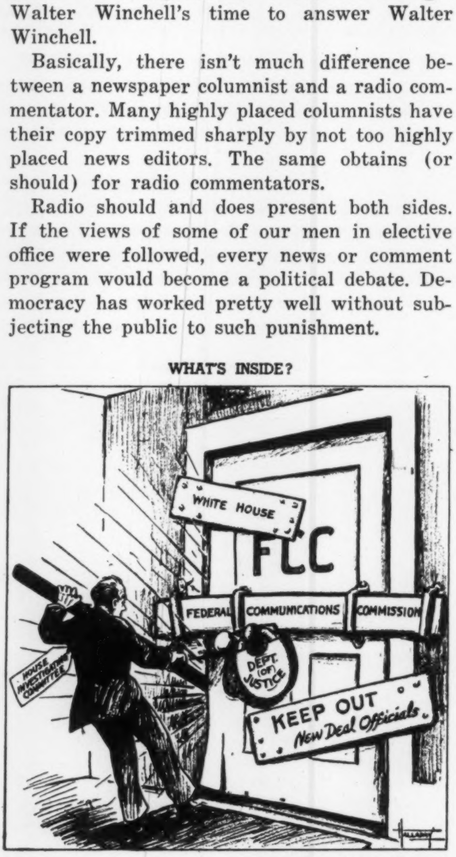
Dies Demands

WITH ALMOST monotonous consistency, certain members of Congress have attacked certain news commentators and the commentators, in turn, have loosed their spleen against the particular Congressmen on the air. Now Chairman Dies of the House Committee on un-American Activities threatens an investigation (and legislation) unless he can get Walter Winchell's time to answer Walter Winchell.

Basically, there isn't much difference between a newspaper columnist and a radio commentator. Many highly placed columnists have their copy trimmed sharply by not too highly placed news editors. The same obtains (or should) for radio commentators.

Radio should and does present both sides. If the views of some of our men in elective office were followed, every news or comment program would become a political debate. Democracy has worked pretty well without subjecting the public to such punishment.

WHAT'S INSIDE?



Providence Journal

Our Respects To –

FRANCIS COLT DE WOLF

AT the war's end, in all probability there will be an international telecommunications conference on allocation of frequencies in the entire spectrum, since the war will have wrought great changes in the radio art. Authority for such an opinion is Francis Colt De Wolf, chief of the State Department's compact but potent Telecommunications Division.

The division, under the recent reorganization of the State Department effected by Undersecretary E. R. Stettinius Jr., has been made responsible for the "initiation and coordination of policy and action in matters pertaining to international aspects of radio, telegraph and cable communications." It also acts as liaison with the FCC, War and Navy Departments, and the Office of Censorship. To carry out the work of his division, Mr. De Wolf, who believes in quality rather than quantity, operates with an office force of only seven—four officers and three clerks.

Appointed chief of the division on Jan. 15 coincident with the reorganization, Mr. De Wolf had served previously as assistant chief since March 15, 1943 under Thomas Burke, who was chief of the old Division of International Communications before leaving the State Department. As new head of the reorganized division, Mr. De Wolf reports directly to Adolf A. Berle Jr., Assistant Secretary of State in charge of Controls, Transportation and Communications. Prior to the reorganization, Assistant Secretary Breckinridge Long was in charge of communications.

Looking after American interests at such a world communications gathering following the war will be Mr. De Wolf, a government career man whose career has been communications. The war, he points out, has necessarily postponed many international communications conferences. In view of wartime interruptions, a general diplomatic telecommunications conference is sure to be held. Now that the "radio art is so far ahead of its structure," as he puts it, more frequent meetings may be necessary.

Mr. De Wolf, who has handled communications work in the State Department for the past ten years, is a heavy-set blonde man, and a veritable dynamo of energy. He was born Oct. 28, 1894, of American parents, in Aix-la-Chapelle, Germany. After elementary schooling in Belgium, and the U.S., he obtained his A.B. degree from Harvard in 1918, after which he took his first, last and only job with private industry, serving in France in

(*Continued on page 40*)

Musicians with MUSIC BY THE TON

Name a song. Pick a current favorite, or a long-forgotten melody. Chances are a full orchestration of that song is carefully preserved among the 100,000 priceless manuscripts in the musical library at Milwaukee's Radio City, home of WMFM.

Today's swing hits, yesterday's classics and thousands of songs now out of print are at the fingertips of a large and versatile staff of outstanding musicians, singers and soloists, who perform on WMFM.

And thanks to the miracle of static-free, crystal-clear FM reception, this wealth of music reaches WMFM listeners with new warmth, depth and brilliance.

The many FM families in the area served by WMFM are enthusiastic about FM. Thousands of others are anxiously awaiting the return of FM sets to the market. They form the nucleus of a vast postwar audience that will make WMFM a powerful wedge into this rich Wisconsin market.

WMFM

THE MILWAUKEE JOURNAL FM STATION

Member — The American Network

"Plug Kendrick says:

BLUE NETWORK SHOWS
+
NEWS
+
GOOD LOCAL SHOWS
=
AUDIENCE

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION *in*
LOUISVILLE, KY.
•
D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Our Respects to

Continued from page 38)

1918-19 as representative of an American trust company. He speaks fluent French.

Mr. De Wolf returned to this country to study law at Columbia University. After receiving his LL.B. in 1922, he joined the Department of State as assistant to the solicitor and in 1929 was a delegate to the anti-smuggling conference at Ottawa, Canada.

From 1931-34 Mr. De Wolf was a member of the Secretariat of the League of Nations at Geneva; he represented the U. S. as a delegate to the fourth meeting of the International Radio Consulting Committee at Bucharest in 1937 and in 1938 attended the International Radio Conference and International Telephone & Telegraph Conference held at Cairo, Egypt. In 1941 he was U. S. representative to the North American Regional Radio-Engineering Meeting in Washington. In the same year, Mr. De Wolf was named a member of the Coordinating Committee of the Defense Communications Board, operating under the Office for Emergency Management. He was named to his present post Jan. 15, 1944 after serving as assistant chief in 1943.

Allocations Duties

The day to day work of Mr. De Wolf's division, aside from the international allocations functions, consists of checking on interference of foreign stations. Occasionally the telephone will ring and a call will be received from the FCC, which might report that a radio station in Mexico is offering interference to some longwave station just north of the border in Texas. Details are recorded by Mr. De Wolf's assistant, Helen G. Kelly, and a wire is dispatched to our Mexican Embassy, which investigates the problem. In nine cases out of ten, Mr. De Wolf says, the Mexican station will merely have some mechanical trouble, usually frequency deviation, which is soon solved by replacement, perhaps, of a spare part—for which our Embassy may, in these times, assist in getting a priority.

Right-hand man to Mr. De Wolf is Harvey C. Otterman, recently named assistant chief of the Telecommunications Division, who acts as liaison official between the subcommittees of the State Department's Communications Postwar Planning Committee.

Mr. De Wolf is married and has two sons, Francis Colt De Wolf Jr., now in the Marines, and Bradford Colt De Wolf, a student at St. Albans School. Loyal Harvard alumnus that he is, Mr. De Wolf is a member of the Harvard Club of New York, as well as Washington's Metropolitan and Chevy Chase Clubs. He is a member of the Episcopal church. His hobbies include walking, listening to the radio, and sailing.

After the war, the State Department may study objectively the problem of shortwave broadcasting, with the view toward determining whether shortwave facilities should be: 1) government owned or controlled; 2) privately owned; or 3) equally controlled by Government and industry. Mr. De Wolf, who has a deep interest in international relations, would like to see international festivals, broadcast over shortwave, promote better understanding among nations.

Personal NOTES

CHARLES F. PHILLIPS, commercial manager of WFBL Syracuse, has been named commercial and program manager, assuming the duties of program manager, Ray Gantter, who has been drafted.

WYTHE WALKER, of Walker Co., station representatives, is the father of a boy.

PAUL R. HEALEY is now WLW Cincinnati merchandising field representative for Indianapolis. He was formerly district representative for Lever Bros. in Indiana.

FRANK P. DEAKINS on April 1 becomes president of RCA Victor Co. Ltd., Montreal.

JIMMY SIMPSON, former program director of WMRC Greenville, S. C., is now commercial manager of WHKY Hickory, N. C. He will also head the production and continuity departments of WHKY.

DOROTHY LEWIS, coordinator of listener activities of the NAB, left New York last Thursday for a two week tour of the South and Midwest.

MILDRED M. RAMSAY, for the past six years secretary to Neville Miller, who retired March 1 as NAB president, has been appointed to the staff of the American Red Cross as assistant club director. She will leave for overseas service the latter part of this month.

ROBERT S. KELLER, formerly with NBC and previously in charge of the music licensing division of Associated Music Publishers, has joined the New York office of Burn-Smith Co., station representatives.

ARTHUR F. GIBSON, assistant treasurer of Stromberg-Carlson Co., Rochester, has been named assistant general sales manager.

Wartime Radio Meet

MILLER McCLINTOCK, Mutual president, and Allen B. Du Mont, president of Allen B. Du Mont Labs. and head of the American Television Broadcasters Assn. will be the principal speakers at a "Radio in Wartime Luncheon" to be held at the Murray Hill Hotel, New York, Thursday, March 23. Meeting is one of a series on "The business side of radio," conducted by the American Marketing Assn. George H. Allen, assistant director of promotion of WOR New York, is chairman of the luncheons.

DISCHARGED veterans of World War II returning to WGN Chicago are welcomed by WGN's chief of announcers, Milt Newton (left). Jack Brickhouse (center) was honorably discharged from the Marines, and rejoined the staff as special events announcer. Tom Cafferty, upon discharge from the Medical Corps, resumed his duties as a commercial announcer.

WJR-WGAR Executives See KMPC Dedication

WGAR Cleveland and WJR Detroit participated in the dedication of new studios for their sister station, KMPC in Los Angeles' "radio row" last Sunday (March 19) where KMPC moved after 17 years in Beverly Hills. A special 15 minute dedication transcription was begun in Detroit and completed in Cleveland, then forwarded to Los Angeles in time for the ceremonies. The Don Large chorus of WJR sang favorite songs of G. A. (Dick) Richards, president of all three stations, and congratulatory messages from WJR-WGAR executives were sent via transcription to Bob Reynolds, KMPC vice-president and general manager.

Following the opening, officials of all three stations met for several days in a business session with Mr. Richards. Attending the ceremonies were: Leo J. Fitzpatrick, WJR vice-president and general manager, P. M. Thomas, WJR-WGAR secretary-treasurer, Owen F. Uridge, WJR assistant general manager, John F. Patt, WGAR vice-president and general manager, and Carl George, WGAR director of operations.

ALLIED RADIO Corp., Chicago, has started publication of a monthly bulletin *Allied Radio & Electronic News*, which deals with developments in the field.

WLAP
LEXINGTON, KENTUCKY
KFDA
AMARILLO, TEXAS
WCMI
ASHLAND, KY.-HUNTINGTON, W. VA.
WBIR
KNOXVILLE, TENNESSEE
•
4 GROWING MARKETS
GROWING STATIONS
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

THE POWER OF *Habit*

A competent typist gives no thought to the location of the various keys on her machine. Instinctively, her trained fingers seek them out, for their position is firmly fixed in her mind.

Instinctively, the people of Southern New England turn to WTIC for the best in radio. This is a habit, too . . . a habit which can spell sales and profits for the advertiser who capitalizes on it.

The constant and attentive audience which WTIC enjoys possesses (according to the latest Sales Management figures) a buying income more than 60% greater than the average for the entire country. Convince these people of the merits of your product. They can *afford* to buy it . . . and they *will.*

Get into the habit of getting results in Southern New England by allocating a part of your radio appropriation to WTIC.

IN SOUTHERN NEW ENGLAND PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

THIRD

among

THIRTY

With 30 stations—including 50,000 watters and a regional network hook-up—battling for lowest cost per inquiry, WMMN led 27 stations and the network for third place!

WMMN is always among the Leaders!

ASK A BLAIR MAN

— *Columbia* —

A FORT INDUSTRY STATION

5,000 WATTS

WMMN

FAIRMONT, W. VA.

BEHIND *the* MIKE

HERBERT K. LANDON, former publicity director of WOV New York, now an American Red Cross assistant field director has arrived in England.

HAROLD HANCOCK is now with WKNE Keene, N. H. He was formerly with WBTA Batavia, N. Y.

JOSEPH MANSFIELD, formerly with WBTA Batavia, N. Y., is now a member of the staff of WNBC Hartford.

HUGO SPECK, noted foreign correspondent formerly with INS and UP, has joined WFAA Dallas and KGKO Ft. Worth as news editor. Mr. Speck has worked for 12 years in London, Paris, Rome, and Berlin covering the entire European situation.

PVT. AL ROTH, formerly of the entertainment bureau of WOR New York, now stationed in India, is serving as stage manager of a GI show which is to be made into a movie short, according to a report received by WOR from the American Red Cross in India.

JEROME LAYTON, publicity director of WINS New York, has been inducted into the Army. Clarence G. Crosby, general manager, is now handling WINS publicity.

GENE KING, production supervisor of WOR New York, has been named production manager. He replaces Arthur Whiteside, who has resigned to become a field engineer with Western Electric Co. New production supervisor is George Willard, a staff announcer.

ARCH McDONALD, WTOP-CBS Washington broadcaster, has begun his eleventh year with the station.

DONALD WEBB, WLW-WSAI Cincinnati staff announcer, has been inducted into the Armed service.

MAURICE D. RAPKIN, for the past 15 years program director of CKCL Toronto, has resigned to free-lance.

RALPH BINGE, announcer of CKLW Windsor-Detroit, is the father of a boy.

HARRY WITTON, formerly of CFOS Owen Sound, Ont., and Romaine Le Claire, new to radio, have joined the announcing staff of CKSO Sudbury, Ont.

LT. DORWIN BAIRD has rejoined CJOR Vancouver, after serving 18 months in the Canadian Army, as radio liaison officer in the public relations section.

DON MACMILLAN, formerly production manager of CKCK Regina, now overseas, has been promoted to flight lieutenant in the Royal Canadian Air Force.

E. VERN HUGGINS, of Moose Jaw, Sask., new to radio, has poined the announcing staff of CKCK Regina.

CARROLL D. ALCOTT author of *My War With Japan*, has switched the locale of his nightly news programs from WCKY Cincinnati to WCAU Philadelphia. WCKY will carry his broadcast by direct wire from Philadelphia.

EARL WING, formerly of KSAN San Francisco, has joined the announcing staff of KQW San Francisco.

DOUGLAS E. SMITH, formerly announcer KMMJ Grand Island, Neb., has joined KHMO Hannibal, Mo. Alvin Kahn, formerly with WTMV East St. Louis Ill., has also joined the KHMO announcing staff.

Jack Hartley Receives Lt. Comdr. Commission

J. HARRISON HARTLEY, Chief of the Radio Section, Public Relations, Navy Dept., was commissioned lieutenant commander, U. S. N. R., on last Wednesday, March 15. He has headed the Radio Section since Dec. 8, 1941.

Before becoming a member of the Navy's Public Relations staff, Comdr. Hartley was with NBC New York as assistant director of news and special events. He joined NBC in 1929 and for several years was assistant to Abe Schechter, now a major in the Public Relations Office, War Dept. Comdr. Hartley went to the Navy's radio section as supervisor of special events in June, 1941, becoming chief six months later.

JAMES L. BILLINGS, associated with the theatrical business for the past 30 years, has joined the BLUE Network central division's production staff.

WILLIAM F. DACEY, former Philadelphia newspaperman, has joined KYW Philadelphia as news editor. He succeeds James W. Gantz, who took over the duties of news and publicity director when John J. (Chick) Kelly left to join the Marines.

CARROLL D. ALCOTT, formerly of WCKY Cincinnati, has joined WCAU Philadelphia as news commentator.

DAVID M. SEGAL, formerly of KCRJ Jerome, Ariz. and KGGM Albuquerque, N. M. and more recently in the Army Signal Corps, has joined WCBT Roanoke Rapids, N. C. as program director-announcer. Jerry Eton, formerly of Blue New York, is a new member of the WCBT announcing staff.

PAUL GATES, Blue Hollywood night manager, is in Glendale hospital recovering from an appendicitis operation.

PAT ADELMAN, former program director and assistant manager of KNOW Austin, Tex., replaces Harfield Weedin as manager of KTBC Austin. Mr. Weedin entered the Navy on March 11.

NORMAN PAUL, member of the WROK Rockford, Ill. announcing staff, has been inducted into the Army. Eugen Peterson, announcer, has been called to active duty in the Merchant Marine at Sheepshead Bay, N. Y. Roland Spongberg, new to radio, is now on the WROK announcing staff.

ANN KALAFATAS is a new scriptwriter at WNAC Boston. Vernon T. Williams has joined the announcing staff.

JOE BOLAND has rejoined WSBT South Bend, Ind. as sports and special events announcer.

Posthoumous Award

LT. ROBERT E. SPEAS, formerly part-time vocalist on the staff of WHEC Rochester, who was killed while on a flight over Germany Oct. 8, has been posthumously awarded the Purple Heart, according to word received by AFRA. Lt. Speas is the first AFRA member to be killed in action, the union reports. He was a graduate student at the Eastman School of Music at the time of his induction. Surviving him are his widow, Virginia Hand Speas of Rochester, and his parents, Mr. and Mrs. C. R. Speas of Sterling, Kans.

BLIND ANNOUNCER

WILL Girl Uses Notes in Braille at the Mike

ANNOUNCER who cannot see script or microphone is a member of the staff of WILL, the non-commercial station of the U. of Illinois. She is Wanda Eidelmann, blind student with a straight "A" average, who does a daily program of classical recordings, *Music That Lives.* The program notes are read to her, and Miss Eiedelmann punches them on a card in Braille shorthand.

She reads swiftly, without hesitation, and gets her cue from the engineers by two knocks on the control room window. As the microphone is controlled by a button on the announcer's table, she can tell when it is "live". The ambitious young woman plans a journalism career after college.

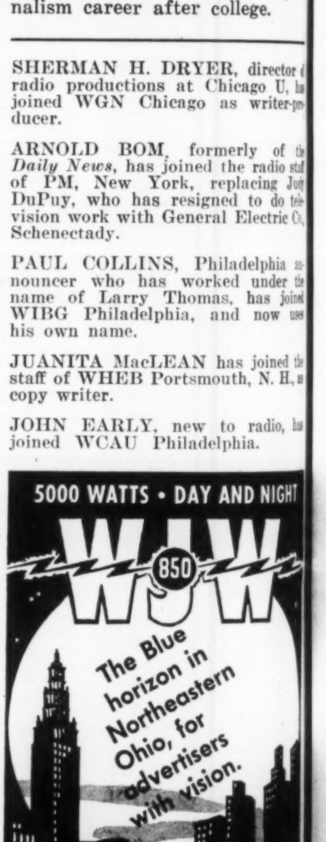
SHERMAN H. DRYER, director of radio productions at Chicago U, has joined WGN Chicago as writer-producer.

ARNOLD BOM, formerly of the *Daily News*, has joined the radio staff of PM, New York, replacing Judy DuPuy, who has resigned to do television work with General Electric Co., Schenectady.

PAUL COLLINS, Philadelphia announcer who has worked under the name of Larry Thomas, has joined WIBG Philadelphia, and now uses his own name.

JUANITA MacLEAN has joined the staff of WHEB Portsmouth, N. H., as copy writer.

JOHN EARLY, new to radio, has joined WCAU Philadelphia.



5000 WATTS • DAY AND NIGHT

WJW 850

The Blue horizon in Northeastern Ohio, for advertisers with vision.

BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

WJEJ
HAGERSTOWN
WFBR
BALTIMORE
TRIPLE PLAY
IN
MARYLAND
WITH THE MARYLAND "ALL HOME" NETWORK
WBOC
SALISBURY

No single station, no amount of power, can deliver the loyalty, the intense "listening interest," of this, Maryland's "all home" Network.

You only have to know local geography and local customs to know why the Eastern Shore is as different from Western Maryland as day is from night. And neither have too much in common with Baltimore.

WFBR *is* Baltimore, WBOC *is* the voice of the Eastern Shore, and WJEJ *is* the magnet of the Hagerstown market of Western Maryland.

When the big political candidates are out for votes, they don't try to do it with a Baltimore station alone. *They* use the Maryland "all home" Network because they know the full power of *local interest*.

Actually, Maryland's "all home" Network can cost less than a *single large* station. With quantity discounts it's often considerably less!

GREATER INTEREST — LOWER COST

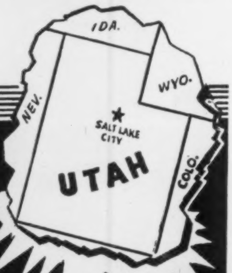
Yet look at what you get: Baltimore's favorite station *plus* the two really vital non-Baltimore stations with their intense local interest and loyalty! A combined "all home" market of over 2,000,000 people.

The Maryland "all home" Network is truly one of the *great* buys still left open in radio!

MARYLAND *"All Home"* NETWORK

FOR INFORMATION · RADIO STATION WFBR, BALTIMORE

Reach the
ACTIVE
SALT LAKE
MARKET



KDYL

Through UTAH'S NBC STATION

S. S. FOX, President
W. E. WAGSTAFF,
Com. Mgr.

National Representative
JOHN BLAIR & CO.

BOB PREMONT, formerly with KVIC Victoria, Tex., is the latest addition to the announcing staff of KTSA San Antonio, Tex.

ROBERT WESSON, promotion and publicity manager of KGO-Blue San Francisco, has been appointed program director of the station.

JEAN SWIDENSKY, formerly on the announcing and continuity staff of KOMA Oklahoma City, has joined the public relations and special events department of WHN New York.

ALLEN EARLE, formerly program director of WBRE Wilkes-Barre, Pa., has joined the announcers' staff of WIND Chicago.

EDWARD A. CLELAND Jr., recently discharged from the Canadian Army, has returned to WLVA Lynchburg, Va., as chief of the copy department.

AL BREAKS and George King have joined the announcing staff of WKY Oklahoma City. Mr. King was formerly with KOME Tulsa. Blue Wright is now assistant program director, Ben Morris being inducted into the Marines.

ED OVERSBY has joined the KFEL Denver staff as program director, coming from KOB Albuquerque.

GRAHAM GLADWIN, formerly with the Yankee Network and NBC New York and KGDM Stockton, has joined KQW San Francisco. as announcer.

SHERMAN H. DRYER, director of radio production at the U. of Chicago, has joined WGN Chicago, as a writer-producer. Mr. Dryer will continue to supervise and produce *The Human Adventure*, WGN-MBS and U. of Chicago program.

HERB CLARK replaces Ben Greer as program director of KSAL Salina, Kan. Mr. Greer is now with WMC Memphis as special events announcer. Mr. Clark was formerly chief announcer of KFBI Wichita and recently of KVGB Great Bend. Bob Bundy is a new member of the KSAL announcing staff.

CLIFF JOHNSON, announcer of WBBM Chicago, has reported for duty at the Great Lakes Naval Training Station.

JAMES W. GANTZ, news editor of KYW Philadelphia, has been named publicity director. He succeeds John J. (Chick) Kelly, who left March 6 to join the Marines.

DON WARD, formerly of KSD St. Louis, has joined the announcing staff of the Blue Network central division.

RUTH FOXX, formerly director of continuity of WAGA Atlanta, has joined the program writing staff of WFIL Philadelphia.

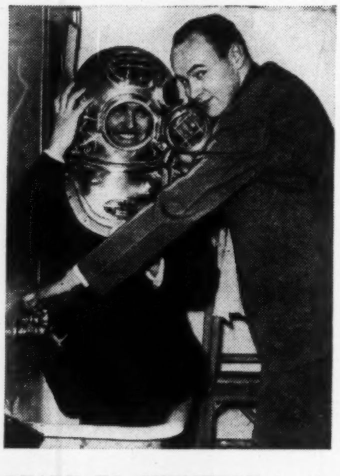
JOE REEVES, formerly with WATL Atlanta, John Davis, formerly with WAGA Atlanta, and James Young, formerly with stations in the Southeast, are new members of the WGST Atlanta announcing staff.

ED STEVENS, honorably discharged from the Army and former announcer of KQW San Francisco, has joined KHJ Hollywood. Roy Rowan, formerly of WGY Schenectady, has joined the KHJ announcing staff.

R. S. LAMBERT, supervisor of educational broadcasting, CBC Toronto, was elected honorary secretary of the Canadian National Advisory Council on School Broadcasting at its first annual meeting held at Toronto.

HAL BARKAS, announcer of WJNO West Palm Beach, Fla., and Ruth Cookerly, member of the program department of WFBR Baltimore, have announced their engagement.

DICK FAULKNER, announcer for the past five years at WBBM Chicago, reports April 3 to the U. S. Maritime Service.



READY TO SUBMERGE in the deep blue is Bob Heiss, conductor of the Grenadier program on WTMJ Milwaukee, wearing the helmet of Jack Brown, deep sea diver, whom he interviewed on the noon program. Bob wanted a demonstration and Diver Brown is giving it to him in the mop sink.

NBC-WMAQ Staffs In Armed Services

Former Employes of Central Division, NBC, Now Overseas

MEMBERS of the NBC Central Division staff and of WMAQ Chicago, are now fighting on every front in this global war, it was revealed, following a survey which disclosed that 20 of the 74 NBC men and women in the armed forces are overseas.

A break-down of the total into service branches shows 40 in the Army, 20 in the Navy, four in the Marines, and two each in the WAVES and Coast Guard. Twenty-eight of the NBC staff are commissioned officers. Areas of service include India, the Mediterranean, England, Africa and the South Pacific.

Highest ranking NBC-WMAQ staffers in uniforms are: Major Frederic C. Shidel, attached to the supreme headquarters, AEF; and Major Paul H. Clark, who returned recently from the South Pacific. Both Shidel and Clark are former engineers. Three employes in the service are women: Ensign Dorothy Sundstrom, Navy nurse, and Kathryn L. James and Susan Ilfeld, both in the WAVES.

Following is a roster of the personnel in the armed forces

(* denotes service overseas):

Lt. Paul A. Anderson, USMC.
Pvt. Willard G. Barrett, Army.
Lt. (j.g.) Norman Barry, Navy.
Pvt. Thomas P. Bashaw Jr., Army.
Capt. Edgar L. Bernheim, Army.
Sp. (A) 1/c John D. Bowles, Navy.
Capt Maurice M. Boyd, Army.
Lt. (j.g.) Robert V. Brown, Navy.
Pvt Harry S. Canfield Jr., Army.
*Pvt. Alvin S. Carver Jr., Army.
*Maj. Paul H. Clark, Army.
*Lt. Henry S. Cooke, Army.
*Corp. George A. Creech, Army.
*R/E Howard D. Crissey, Navy.
*T/5 Frank R DeRosa, Army.
M/Sgt. Perc. F. DeTamble, Army.
Lt. George W. Diefenderfer, Navy.
Lt. Sherrill E. Edwards, Army.
*Pvt. Robert Engen, Army.
Lt. Robert R. Fahey, Army.
*Ens. David C. Garroway Jr., Navy.
*Capt. Thomas E. Gootee, Army.
F. 1/C Henry J. Guill, Navy.
Corp. John Hajuk, Army.
A/C Vernon Herren, Army.
*T/Sgt. Warner A. Holmgren, Army.
Y 3/C Susan Ilfeld, Navy.
Pvt. Richard H. Irving, Army.
Y 3/C Kathryn L. James, Navy.
Pvt. Arnold E. Johnson, Army.
Pvt. Jay A. Jones, Army.
*Lt. David J. Kempkes, Army.
Pvt. Edward S. King, Army.
*Corp. Charles F. Klein, USMC.
S 2/C George J. Kosecke, CG.
Ens. John L. Lagen, Navy.
Lt. Raymond A. Limberg, Army.
Capt. Paul E. Millen, Army.
*Corp. Lionel J. Mlin, Army.
Capt. Paul J. Moore, Army.
*Pfc. Neil J. Murphy, Army.
S 1/C Kenneth A. Nelson, Navy.
*T/Sgt. Edward A. Nickey, Army.
Pvt. Leonard J. O'Connor, Army.
BM 2/C John M. O'Donnell, CG.
Lt. (j.g.) Frank J. O'Leary, Navy.
Carl Olson, Navy.
Lt. Oliver Fort Pearson, Navy.
Lt. Curtis L. Pierce, Army.
Corp. John M. Potter, Army.
AS Wilfred Prather, Navy.
*SK 3/C William F. Reilly, Navy.
WT 1/C George P. Rogers, Navy.
*Lt. Herman W. Rosee, Army.
Sgt. Scott S. Runge, Army.
Pfc. Robert E. Sabel, Army.
Pvt. Richard Sandberg, USMC.
*Maj. Frederic C. Shidel, Army.
Pfc. John Sirotiak, Army.
S/Sgt. Raymond F. Snyder, Army.
Pfc. David Squires, Army.
Capt. Russell B. Sturges, Army.
Pvt. Eugene Sullivan, Army.
Ens. Dorothy Sundstrom, Navy.
A/C Peter J. Thompson, Army.
Pvt. Glenn H. Uhles, Army.
Lt Floyd G. Van Etten, Navy.
Corp. George Voutsas, Army.
*Lt. (j.g.) Alvin C. Wlaser, Navy.
Capt. Lester L. Washburn, Army.
*Lt. Edward G. Weber, USMC.
Lt. James A. Wehrheim, Army.
*Lt. John C. Youle, Army.
A/C Junius Zolp, Army.

'Barry's Baby'

BARRY FARIS, editor-in-chief of International News Service and INS itself have been honored by Army Air Forces in the Southeast Pacific. The lead Havoc bombers in the first and second elements of a recent aerial attack were "The Pride of INS" and "Barry's Baby," named for the news service and its editors. Capts. Kenneth Rosebush of Iola, Kan., and Alfred Baucom of Fayetteville, N. C., handle the "Pride" while Lt. Harold Prince of Venice, Cal., gunned "Barry's Baby". Both ships were officially christened last week.

INCREASED POPULATION
GREATER RETAIL
SALES

KSEI
POCATELLO · IDAHO

A NEW STAR IN THE WEST

KODY

NBC Full Time!

The New NBC Outlet *Halfway* Between Omaha and Denver

NATIONAL ADVERTISERS *Already using* KODY

Bell Telephone System
Brown & Williamson

Bunte Brothers
Colgate-Palmolive-Peet

Electric Auto-Lite
Firestone Tire & Rubber
General Mills

General Motors
Groves Laboratory
Kraft Cheese Corp.
Lever Bros.

Liggett & Myers (Chesterfield)
Mars, Inc.
Miles Laboratory
Procter & Gamble

R. J. Reynolds Co.

Schutter Candy Co.
Skelly Oil Co.
Sterling Products

Union Pacific Railroad
Westinghouse

Telephone Hour
Red Skelton
Beat the Band
People Are Funny
World Front
Can You Top This
Million Dollar Band
Ronald Coleman's Show
Voice of Firestone
Guiding Light
Today's Children
Light of the World
Hymns of All Churches
Melodies of Home
Betty Crocker
Symphony
Reveille Roundup
Kraft Music Hall
Bob Burns
Amos 'n Andy
Fred Waring
Dr. I. Q.
National Barn Dance
Ma Perkins
Right to Happiness
Road of Life
Grand Ole Opry
Abbott & Costello
Starring Curt Massey
Alex Dreier
Back Stage Wife
Stella Dallas
Lorenzo Jones
Manhattan Merry-go-Round
American Album of Familiar Music
Waltz Time
Your America
Westinghouse Concert

Also 38 Local Advertisers

39 New Clients BOUGHT *55* NEW CAMPAIGNS ON KODY *in the last ninety days!*

WHY? Because (1) KODY covers a rich agricultural and industrial market with splendid post-war possibilities; (2) KODY is a full-time NBC station in an area not adequately covered by any other NBC station; and (3) KODY has the advantage of experienced WOW management in programming, promotion, and merchandising.

KODY • North Platte, Nebr. • 1240 K.C.

OWNED & OPERATED BY.....

RADIO STATION WOW INC.
• OMAHA •
John J. Gillin, Jr., President
John Blair & Co., Representative

Write WIRE OR PHONE

Brewers Pay $908,000 For Radio Time in 1941

RADIO accounted for 4.3% of the total advertising expenditures of the brewing industry in 1941, according to a survey just completed by the *American Brewer*, industry trade paper. Survey was made primarily to determine plans for expansion, budget periods, capital investment and other operational plans. Covering the brewing industry in the U. S. and Canada and based on returns from 108 out of 463 companies queried, some $908,000 of a total $21,058,000 expenditure went into radio.

The overall figure is expected to have increased 22% if advertising appropriations kept pace with sales increases during the past two years; 1941 breakdown is as follows: daily papers, $6,000,000-28.5%; weekly papers, $750,000-3.5%; magazines, $1,500,000-7.6%; point-of-sales, $6,000,000-28.5%; outdoor, $5,800,000-27.6%.

Survey points toward increased production in the post-war period with 66.1% indicating plans for plant expansion. It is estimated $150,000,000 will be expended for new equipment as soon as it is available.

JACK TURNER, CBS script editor, will join the Blue network in a similar capacity, reporting to Stuart Buchanan, script manager. Joining CBS a year-and-a-half ago assigned to the education department, Mr. Turner later became assistant to Albert Perkins, until recently manager of the CBS writing staff.

HUSBANDRY TIPS on production of weekly NBC *Date With Judy*, were offered by Tom MacAvity (left) Hollywood producer on that series when he turned assignment over to his wife, Helen Mack (right), radio-film actress, in early March. Mr. MacAvity currently is devoting full time to other production assignments. Lewis-Howe Co. (Tums) sponsors the half-hour comedy-drama show.

A ONE-REEL MOVIE has been released to theatres based on Tom Slater's *This Is Fort Dix* on MBS. Produced by Columbia Pictures and narrated by Tom Slater, the short is condensed version of the regular broadcast which features interviews and entertainment by soldiers stationed at Fort Dix, New Jersey.

1923-1944
WRC is always FIRST
and the trend is still UP!

WRC leads in Washington *morning, afternoon* and *night.* The second network is in third place in the morning. And the third network .4 ahead of a non-network station in the afternoon.

But all you need to remember is that WRC always leads in Washington.

WRC
WASHINGTON, D. C.
National Broadcasting Company

OWI PACKET, WEEK APRIL 10

Check the list below to find the war message announcements you will broadcast during the week beginning April 10. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.		Group OI Aff.		NAT. SPOT PLAN Live	
		Aff.	Ind.	Aff.	Ind.	Live	Tran.
War Bonds	X	X	X	X	X	--	--
Women War Workers	X	--	--	--	--	--	--
Play Square With Gasoline	X	--	--	--	--	--	--
Rubber Conservation	--		X	-	X	--	--
Careless Talk	--	X	X	X	--	--	--
Tax Declaration	--	-	--	--	X	--	--
Victory Gardens	--	--	--	--	--	-	X
Car Sharing	--	--	--	--	--	X	--

See OWI Schedule of War Messages 103 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Careless Talk and Play Square With Gasoline New Subjects on OWI Packet

TWO NEW subjects appear on the OWI Domestic Radio Bureau packet for the week beginning April 10, five are continued from the previous week, and one returns after a week's absence.

Careless Talk, scheduled on the "KW" group of stations for Station Announcements, heralds a new campaign which is especially urgent at this time because of the large numbers of soldiers returning from the fighting fronts under the army furlough system and because of massive preparations for attack.

Listeners will be told that (1) even the most seemingly harmless fragment of war information may be of value to the enemy (2) the fact that thousands of people know some phase of our military operations does not mean that it is safe to talk about it loosely (3) even with family and friends items involving military security should not be mentioned.

Gasoline Messages

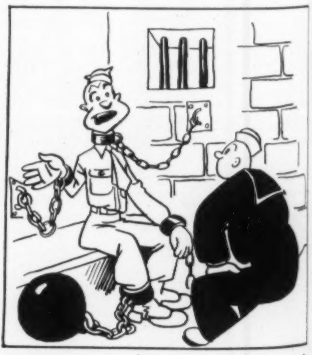
Play Square With Gasoline, also new to the packet, emphasizes the military factors in the campaign to destroy Black Market operations and to maintain essential transportation. With the slogan "Gasoline Powers the Attack—Don't Waste a Drop", messages will explain that because we have about reached maximum crude oil productive capacity from known reserves to supply military and essential home front requirements we cannot expect to have any more gasoline for civilian uses and we may have to get along with less before the war is over. Listeners will be urged to apply only for gasoline really needed and to use only the coupons issued to them by local boards.

Sponsors for Careless Talk announcements may be found among general advertisers but places where people congregate are most likely prospects. These include restaurants and taverns, recreational centers, and transportation companies. Likely sponsors for the gasoline spots are service stations, garages, automobile dealers, and enterprises promoting group marketing.

Continued on the packet are messages on War Bonds, Rubber Conservation, Tax Declaration, Victory Gardens and Car Sharing. The campaign to recruit Women War Workers returns after a week's absence.

Inspirational Theme Ads Found Most Effective

THE INSPIRATIONAL theme is the most effective means of advertising today, according to a survey made by Daniel Starch Business Research, New York, for the Assn. of National Advertisers. Survey covered four 3-month periods from October 1942 through September 1943. The "future appeal" theme was somewhat average and showed a declining trend. Straight product advertising showed an important increase during the period. The survey revealed that war production advertising showed a steady increase but that the conservation theme had little popular interest. The report, an analysis of the findings on more than 18,000 advertisements in 15 major magazines, and 80,000 interviews, is intended to show the trend of war theme advertising.



"The general preferred hot music on WFDF Flint, so I let him have his way."

WEAF
WDEL
WTAM
WMAQ
WMBG
WGKV
WFBG
WTBO
KROC
KGBX
WISE
WJAX
WJDX
WAPO
KARK
KFYR
KSEI
KMJ

WBZ
WBAL
WSPD
WTMJ
WFEA
WEEU
WMRF
WGBF
KYSM
WTAR
WOPI
WFLA
WAML
WROL
KPRC
KGU
KTFI
KGW

WBZA
WRC
WWJ
KODY
WLBZ
WRAW
WHIS
WGL
KFAM
WPTF
WKPT
WLAK
WFOR
KVOO
WOAI
WHO
KOB
KOMO

WTIC
WGY
WLW
KSTP
WRAK
WRDO
WSMB
WKY
KOAM
WOOD
KTSM
KHQ

WSAM
WIBA
WEAU
WSJS
WCRS
WIOD
KYUM
KMED
KIDO
CBL
KDYL

WJAR
WSYR
WENY
WSAN
WBRE
WHIZ
WMVA
KSD
KSOO
KPO
KFSD
KOA

WEBC
WKBH
WOW
WBEN
WDAF
WSOC
WFBC
WSAV
WSM
WBRC
WSFA
WFAA
WBAP
WDAY
KRIS
KTAR
KVOA
KFI

WKBO
KDKA
WAVE
WJAC
WMFG
KELO
WTMA
WALA
WCOA
WMC
WHAM
WSB
WORK
WIS
KTBS
CBM
KYW
CBF

WCSH
WIRE
WLOK
WGAL
WHLB
WBLK
WBOW
KANS
KWBW
KGNC
KGHL
KGIR
KPFA
KRBM
KYCA
KGLU
KWJB
KRGV

What makes this network work?

- These 143 stations, woven into a blanket to cover the 3,026,789 square miles of the United States . . .
- These 143 stations, interlaced into an extensive pattern of clear channels, regionals and locals . . .
- These 143 stations, affiliates of the National Broadcasting Company . . . are what make this network *work.*

NBC salutes its associated stations for their individual and collective contributions to the war effort; salutes them for the role they are playing, both nationally and locally, in building morale, educating, informing and entertaining America's millions under stress of war; salutes them for their loyalty and belief in the American system of network broadcasting which is founded on the principle of free enterprise devoted to the service of a free people.

Their leadership in the past, their constant willingness and ability to render public service during the war, their keen awareness of the challenge of the future which promises newer and even greater service to the people, these are the most important factors which give NBC its leadership as a network, which make NBC *"The Network Most People Listen to Most."*

America's No. 1 Network

They all tune to the

National Broadcasting Company

It's a National Habit

A Service of Radio Corporation of America

WILMINGTON
DELAWARE

WDEL

1150
KC

5000
WATTS
DAY & NIGHT
NBC
Basic Network
Station

Sales Representative
PAUL H. RAYMER

Fly Testimony at Lea Probe

(Continued from page 12)

to the barriers in the way of the free flow of press communications from points in the British Empire to the United States as compared with press traffic between those British Empire points and England erroneously indicated that Reuters was given preferential rate treatment over American press associations for dispatches between the same points," he said. "As a matter of fact the low British Empire press rate of one British penny, or a little less than two U S. cents, a word is available to correspondents of all nationalities between points in the British Empire."

Mr. Fly explained, however, that a Reuters correspondent can transmit dispatches from any point in the Empire to London at the low British rate, whereas American correspondents "must pay considerably higher rates for his dispatches from the same points to his headquarters in the U.S." Even with direct circuits the FCC has been unable to have rates established comparable to the "low British Empire rate", he added. American correspondents usually transmit dispatches through London because the combination rate is lower than rates direct to New York, according to the FCC chairman.

Describes Monitoring Of Fishing Boats

To a direct question by Mr. Barger, Mr. Fly said the Commission had not granted amateur licenses to any aliens prior to Pearl Harbor "except for a handful discovered when we put on stricter regulations". He added, however, that "there is no way of telling, offhand". Mr. Barger inquired about licenses to the Nisei. Chairman Fly said the Commission had licensed, before rigid restrictions were adopted in June 1940, the following alien radio operators: Austrian, French, Swedish, Polish, Irish and Lithuanian, each one; Canadian 15; English 4 and German and Czecho-slovaks each 3.

Aswering Rep. Wigglesworth's question as to whether Japanese operating radios on fishing boats communicate with the Jap mainland or fleet, Mr. Fly said such would have been possible but that "vessels equipped with radio were monitored by the Radio Intelligence Division in the field". He read from a report that indicated there was "nothing suspicious" on the air.

Chairman Fly denied that the FCC didn't keep a "fulltime watch" on the fishing boats, declaring "we maintained watch over all the spectrum except the military", although the witness added, under further questioning that "you can't monitor every frequency all the time. To assign men to cover every frequency would take a whole army". Then he appealed to Chairman Lea: "I have no objection to going into all this. I think the thing to do is to go into the RID."

"It's our desire to drop it," said Rep. Lea. He referred to an agreement of procedure which precluded touching upon the RID and Foreign Broadcasting Intelligence Service until new general counsel is appointed. When Mr. Barger asked: "If those fishing boats were equipped with radio it would have been a small matter to communicate with the Japanese mainland or fleet, wouldn't it?" Charles R. Denny Jr., FCC general counsel, said: "That's RID." Mr. Fly added: "Thats RID" and Rep. Wigglesworth asked why.

"That particular thing did not happen," declared Mr. Fly. Rep. Wigglesworth asked the witness to file with the Committee qualifications of 21 employs who operated the Commission's three monitoring stations in Hawaii. Rep. Lea interposed: "Suppose we drop the RID."

Mr. Barger read from a speech delivered in Detroit Nov. 25, 1942, by the witness in which Mr. Fly was quoted as saying that it was "advertised that Hawaii was a hotbed of enemy radio transmitters". Mr. Fly explained that "those rumors came out around Dec. 7." Mr Barger read from the speech Mr. Fly's advocacy of a unified common carrier in the international field and reminded the FCC head that his past philosophy was opposed to monopolies.

"In this particular area of communications I have advocated monopolies on two scores and opposed one other," said Mr. Fly. "In telephone, water, telegraph—monopoly makes the most sense. In the field of international communications there should be a monopoly".

Seeks Views on Monopoly And Unification

Mr. Fly requested that his speech be incorporated into the record as his views on international communications. Mr. Barger pressed for Mr. Fly's views on unification and monopoly. "There is not much distinction between monopoly and unification," said the witness. He explained that unification can be brought about by merger or "organizing a new corporation".

"Do you mean unification of ownership or unification of Government control?" asked Rep. Lea.

"I haven't advocated Government ownership," replied Mr. Fly. "I haven't taken a stand on that. I think the thing to do is to get a strong unit which the Government can back up. The Government wants to be in a position to demand that the carrier step out and expand when it becomes necessary." He admitted the FCC had made studies looking to a merger of international communications.

Mr. Barger asked Mr. Fly to submit for the Committee record a letter he wrote to President Roosevelt March 29, 1943, on an international merger and the President's reply dated June 1, 1943.

Turning to testimony previously given the Committee to the effect that the FBI tried for several months to get some 250,000 fingerprints of radio operators from the FCC, Mr. Barger asked: "Is it fair to assume the delay in getting those fingerprints was due to (1) your agreement with the unions and (2) that the prints become a part of the permanent FBI records?"

Mr. Fly denied that the agreement with operators' unions had anything to do with the delay in turning over the prints to the FBI, but he did repeat that "we insisted they process them". Following argument on the fingerprint question Mr. Fly declared: "I might say he (J. Edgar Hoover, FBI director) didn't find any spies in that group of fingerprints. To this date no spies have been found in that group".

Rep. Wigglesworth, referring to the labor leaders with whom Mr. Fly previously testified he had an agreement not to use the fingerprints except for FCC purposes, asked: "Do I understand you want to leave the impression with the Committee, that the implied understanding between you and them was more important than the internal security in time of war?"

"The request for those fingerprints came in September 1941," replied Mr. Fly. He parried further questions, saying "you'll find my views in the record." Questioned by Rep. Lea and Mr. Barger, Chairman Fly admitted that operators licensed by the Commission were in a position to "damage national defense if they were so minded". He appealed to Chairman Lea that he hadn't been permitted to present his own statement with reference to the fingerprints except through cross-examination. He filed for the record a statement including correspondence between the FCC and Attorney General regarding the fingerprints.

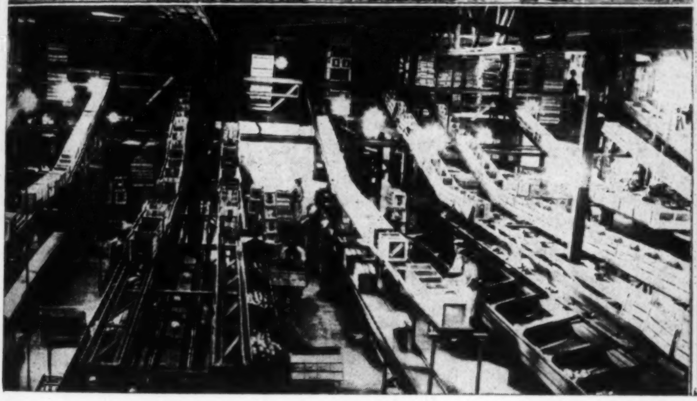
WDRC
CONNECTICUT'S PIONEER BROADCASTER

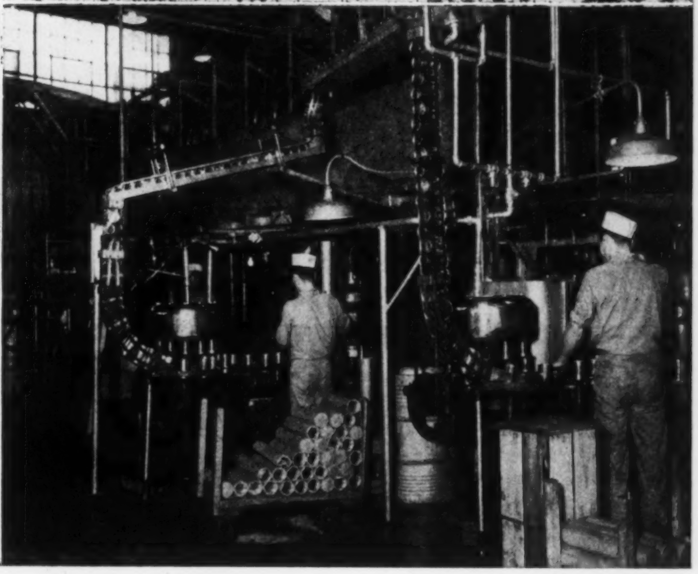
A Million
For Your Spots!
WDRC gives your advertising message wings — to reach a million people in the station's Primary Listening Area. WDRC, Hartford, is the Basic Columbia Station for Connecticut.

CBS

USE WDRC TO
CONNECT IN CONNECTICUT!

KRGV *and the Lower Rio Grande Valley*





Top photo: From ten million big citrus trees like these came $40,000,000 in golden grapefruit and luscious oranges during the last crop year. A tropical latitude, fertile lands and irrigation from an ample water supply makes this possible.

Bottom photo: A typical plant in which the fresh, juicy, delicious citrus fruit is inspected, selected and packed for shipment.

Top photo: Here is a glance at the $24,000,000 mid-winter vegetable industry. This spinach will go to market at premium prices due to timeliness and finest quality.

Bottom photo: In this plant the grapefruit juice is extracted and canned from fruit of good quality but of poor appearance, thus saving vital vitamins in delicious form . . . and providing much revenue from otherwise unmarketed fruit.

Here's What Makes This Important!

KRGV is the ONLY single media which covers this market thoroughly. 91% of the 23,481 radio listeners are tuned in on KRGV! Consider that fact for a people who deposited a record $51,000,000 in their banks at the close of 1943 as a consequence of having received $82,657,000 for their agricultural products during the year! KRGV is a MUST on Texas schedules. NBC Network. Address: Weslaco, Texas.

The Taylor-Howe-Snowden Group

KGNC
KFYO
KTSA
KRGV

CENTRAL SALES OFFICE — 805-6 Tower Petroleum Bldg., Dallas, Texas
Ken. L. Sibson, Gen'l Sales Manager, Telephone Riverside 5663—TWX Dls 297

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT

MADISON AVE. AT 45th ST., NEW YORK

— A HILTON HOTEL —

ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

Radio Advertisers

SCHULZE & BURCH BISCUIT CO. on March 13 began sponsorship of a five-minute news program on WMAQ Chicago, featuring Alex Dreier, NBC commentator, Mondays through Fridays. Contract is for 52 weeks. Agency is Leo Burnett Co., Chicago.

J. M. SCHNEIDER Ltd., Kitchener, Ont. (prepared meats) has started Sunday evening quarter-hour organ selections on CFRB Toronto. Account is placed by J. B. Gibbons Ltd., Toronto.

LOMA LINDA FOOD Co., San Francisco, has started a March and April campaign for Vegemeat and Gluten Steaks, using 18 participations on Molly Morse (home economics program on KGB San Diego: thrice-weekly participation on *Housewives Exchange* on KMPC Beverly Hills, and KPRO Riverside: once weekly on Besse Bye, KFRC San Francisco: thrice-weekly on *Woman's Magazine*, KPO San Francisco: thrice-weekly on Katherine Kitchen's program on KWG Stockton and KFBK Sacramento: and once-weekly on KHSL Chico, Calif. Gerth-Pacific Adv. Agency, San Francisco and Los Angeles, has the account.

GLINGINGSMITH CO., southern representatives of Balfour jewelry, have placed their account with Grant Adv., Dallas, Tex. Plans include radio.

MIDLAND RADIO & Television Schools, Kansas City, Mo., has appointed Phil Gordon Adv., Chicago, to handle its advertising.

MARCEL SCHULHOFF & Co. New York agency, has moved from 19 West 44 St. to 17 East 45 St. Telephone is Murray Hill 2-3708.

NEWSKIN Co., Brooklyn, have appointed Wendell P. Colton Co., New York, to handle advertising for New-Skin. Radio is being considered.

WM. P. GOLDMAN BROS., Inc., New York, has appointed Willard B. Golovin Co., New York advertising agency, to handle advertising for GGG men's clothing. Radio is being considered.

WILLARD'S CHOCOLATES, Toronto, has started *Ontario Panorama* weekly half-hour program of news about Ontario with well-known newspapermen and guest newspaper editors on CFRB Toronto. Account was placed by Cockfield Brown & Co. Toronto.

MASON & Co., Chicago (novelties), began sponsorship March 6 of a quarter-hour program. *The Adventures of Robin Mason, Junior G Man*, Mondays, Wednesdays and Fridays, WJJD Chicago. The program is written, produced and acted by a group of boys under 18-years-old. Contract is for 52 weeks. Agency is Phil Gordon Agency, Chicago.

GIMBEL BROTHERS, Philadelphia (department store), has begun sponsorship of two new programs on WIP Philadelphia. For its men's clothing department store has begun local sponsorship of Mutual's *Bulldog Drummond*, Sundays. For its Young Budget Shop, dress shop for teen-age girls, quarter-hour *Calling All Girls* program is scheduled for Saturdays, 10:30 a.m. Program ties in with *Calling All Girls* magazine. Saturday series started March 11 and Sunday series following day. In addition, Gimbel's sponsors nightly *Uncle Wip* kiddies shows and transcribed *Sewing Class* series. All business placed direct.

WARWICK MFG. Co., Chicago (Clarion radios), has named Agency Service Corp., Chicago, to handle its advertising. Radio is planned.

STEIN-HALL MFG. Co., Chicago (pre-cooked beans) recently appointed Needham, Louis & Brorby, Chicago as agency. Hixson-O'Donnell, N. Y. will continue to conduct eastern advertising. Radio is contemplated.

FALLS CITY BREWING CO., Louisville (Falls City Beer), on March 27 begins sponsorship of *Lucky Kitty Stuart*, dramatized narration featuring Angeline Orr, on WHAS Louisville, WCHS Charleston, W. Va. and WSAZ Huntington, W. Va. Plans call for 52 episodes of the quarter-hour program, to be heard each Monday, produced by Neblett Radio Productions, Chicago. Account was placed by Anfenger Adv. Agency, St. Louis.

DAILY NEWS, Los Angeles, on March 7 started sponsoring weekly quarter-hour evening commentary *Political Editor* on KHJ Hollywood. Contract is for 13 weeks, placed direct.

Hughes Who

RUSH HUGHES, KWK St. Louis m.c. on two record programs, recently met Rush Hughes, director of public school music in Elwood, Ind. Besides having similar names both make music their business, both are about the same height and build, both are dark complexioned and both drink their coffee black.

FRANK SOUTH, formerly with Mace Adv. Agency Peoria, Ill., and later in radio on the West Coast, has joined the advertising staff of Consolidated Products Co., Danville, Ill.

CONFORMAL FOOTWEAR Co., division of the International Shoe Co., St. Louis, has appointed Guilford Adv. Agency, New York, to handle advertising for Conformal Shoes. Radio is being considered.

HELLER BROS. Co., Inc., New York, has appointed A. M. Sneider & Co., New York, to handle advertising for fruits and produce. Radio is planned.

QUAKER OATS CO., Peterborough, Ont. (Puffed Wheat and Sparkies) on March 20 starts *Terry and the Pirates* Mon. thru Fri. on 10 Canadian stations. Agency is Spitzer & Mills Ltd., Montreal.

HOFFMAN RADIO Corp., Los Angeles, new to radio, on March 13 starts sponsoring weekly five-minute newscast featuring Chet Huntley on 8 CBS Pacific Coast stations. Contract is for 52 weeks. Placement is through Hixson-O'Donnell Adv., Los Angeles.

AMERICAN HOME PRODUCTS Corp., Jersey City, N. J. (Anacin), on March 20 began sponsorship of *So the Story Goes*, transcribed quarter-hour program featuring Johnnie Neblett three times weekly on CFRB Toronto CKY Winnipeg and CBM Montreal, bringing the total to 32 stations in the U. S. and Canada now carrying the program. Contract is for 13 weeks. Agency is Dancer-Fitzgerald-Sample, Chicago.

NICHOLAS JOHNSTON, San Francisco (photographer), is sponsoring a weekly half-hour remoted program, *In Focus*, from the Hotel St. Francis on KSFO with transcribed version later in the week on KGO. Slanted to cover drama of San Francisco, series features three city personalities each week. Finished portrait is awarded listeners suggesting guest personality. Brisacher, Van Norden & Staff, San Francisco, handles the account.

PROGRAM THE HEADLINERS!

NBC RECORDED PROGRAMS

"The Name You Will Remember"

★ William Lang's five-minute verbal sketches of the Famous ... news of people-in-the-news ... is a real attention-getter. Lang's punchy style gets across ... packs a tremendous wallop and leaves a lasting impression. 156 five-minute shows—arranged for 3-a-week broadcast. Merchandising and publicity plan supplied. And remember the title "The Name You Will Remember" is perfect tie-in for the sponsor's name and business. Send for audition records.

★ ★ ★

Many other NBC Recorded Programs—5 minutes to half-hour.

National Broadcasting Co

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish Speaking Persons
1,522,946	Italian Speaking Persons
1,236,758	German Speaking Persons
661,170	Polish Speaking Persons
200,000	Spanish Speaking Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

GREEN LABEL
RED LABEL
WHATEVER YOU WANT IN
MONOGRAM
RECORDING DISCS

PRESTO HAS IT . . . the smoothest cutting disc you ever used, easier on your cutting needles, simpler for your less experienced personnel to handle because it doesn't require fussy adjustments of the cutting needle to make a noiseless recording.

PRESTO HAS A DISC FOR EVERY PURPOSE . . . the GREEN LABEL DISC, glass base, for your finest recordings . . . the RED LABEL DISC, glass base, same as the green label but lower priced because it has some tiny imperfection, somewhere, that prevents its being passed as a Presto "first" . . . the MONOGRAM DISC, composition base, for reference recordings, economical both because it costs less and because it's coated with the same high grade recording medium used on the Presto glass base discs. MONOGRAMS won't cause the needle wear experienced with other low priced discs.

PRESTO ALUMINUM BASE DISCS are again available but only in limited quantity and only for military, government and commercial uses. Broadcasting stations and recording studios may use aluminum discs for recording commercial transcriptions that must be mailed or which must be protected from breakage because of their importance. But it is our prime responsibility to make these discs for the armed forces and release only the excess for commercial use during wartime.

KINDLY ORDER IN ADVANCE OF YOUR REQUIREMENTS. We regret that we are no longer able to clear all disc orders daily. No serious delays but no shipment within the hour on telegraphed orders.

PRESTO

Presto Recording Corporation, New York 19, N. Y., U. S. A.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WDAY Fargo, N. D.

Russell Miller Co., Minneapolis (Occident Flour), 2 *sp* weekly, 52 weeks, thru Campbell-Mithun, Minneapolis.
Procter & Gamble Co., Cincinnati (Duz), 5 *t*, 52 weeks, thru Compton Adv. Co., N. Y.
N. D. Mill & Elevator Co., Fargo, N. D., 5 *sp* weekly, 52 weeks, thru Graves & Assoc., Minneapolis.
Colgate-Palmolive Peet Co., Jersey City (Vel), 12 *t* weekly, 52 weeks.
Tide Water Oil Co., New York (Ty-Dol), 6 *t* weekly, thru Lennen & Mitchell, N. Y.
Rit Products, Chicago (Rit), 10 *t* weekly, 26 weeks, thru Earle Ludgin & Co., Chicago.
Standard Brands, New York, (Fleischmann's Dry Yeast), 12 *t* weekly, 26 weeks, thru Kenyon & Eckhardt, N. Y.
Griggs Cooper, St. Paul (Ulikem-Stonewall Products), 9 *sa* weekly, 26 weeks, thru McCord Co., Minneapolis.
Hilex, St. Paul, 5 *sa* weekly, thru McCord Co., Minneapolis.
Standard Oil Co., Chicago, 6 *t* weekly, 26 weeks, thru McCann-Erickson, Chicago.
G. Heileman Brewing Co., La Crosse, Wis. (Old Style lager), 6 *sa* weekly, thru L. W. Ramsey Co., Chicago.
DeKalb Agricultural Assn. De Kalb, Ill., 3 *sa* weekly, thru Western Adv., Racine, Wis.
Adam Clove Gum Co., Long Island City, N. Y. (chewing gum), 4 *sa* weekly, thru Badger, Browning & Hersey, N. Y.

WFMJ Youngstown, O.

American Chicle Co., Long Island City, N. Y. (Dentyne), 30 *sa* weekly, 52 weeks, thru Badger, Browning & Hersey, N. Y.
Continental Baking Co., New York, 7 *sa* weekly, 52 weeks, thru Ted Bates Inc., N. Y.
First Federal Savings & Loan, 6 *ne*, 52 weeks, direct.
Golden Age Brewery, Spokane, 16 *t* weekly, 26 weeks, direct.
Squirt, Beverly Hills, Cal. 15 *t* weekly, 52 weeks, direct.

WFIL Philadelphia

Winfield Donat Co., Philadelphia (Zenith Hearing Aid), 7 *sa* weekly, 13 weeks, thru Chas. Cassidy, Philadelphia.
Campbell Soup Co., Camden, N. J. (soup), 3 *sa* weekly, 13 weeks, thru Ward Wheelock, Philadelphia.
Wilbur-Suchard Chocolate Co., Lititz, Pa. (Suchard Chocolate), 3 *sa* weekly, 13 weeks, thru Gray & Rogers, Philadelphia.
Grecian Chemical Co., Philadelphia (Olivo hair tonic), 6 *sp* weekly, 52 weeks, thru Philip Klein, Philadelphia.
National Oil Products Co., Harrison, N. J. (Admiracion Shampoo), 5 *sa* weekly, 26 weeks thru Charles Dallas Reach, Newark.
Phillips Packing Co., Cambridge, Md. (Soup), 5 *sa* weekly, 52 weeks, thru Aitkin-Kynett, Philadelphia.
Foster Milburn Co., Buffalo (Doan's Pills), 3 *sa* weekly, 52 weeks, thru Spot Broadcasting, N. Y.
Morville Clothes, Philadelphia (men's clothing), *sp* weekly, 13 weeks, thru H. M. Dittman, Philadelphia.

WHO Des Moines

Economics Labs., St. Paul, (Soilax), 3 *sp* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Wildroot Co., Buffalo (cream oil formula), *sp* weekly, 52 weeks, thru BBDO, N. Y.
Continental Baking Co., New York (Wonder Bread), 6 *ta* weekly, 52 weeks, thru Ted Bates Inc., N. Y.
Spiegel Inc., Chicago (catalog), 3 *sp* weekly, thru J. L. Stewart Agency, Chicago.
Murphy Produce Co., Burlington, Wis. (feeds), *sp* weekly, 52 weeks, thru Wade Adv. Agency, Chicago.
Mentholatum Co., Wilmington, *sp* weekly, 36 weeks, thru J. Walter Thompson Co. N. Y.
De Kalb Agric. Assn., De Kalb, Ill. (hybrid corn), 3 *sp* weekly, 52 weeks, thru Western Adv. Agency, Chicago.
Johnson & Johnson, New Brunswick, N. J. (Tek), 5 *ta* weekly, 52 weeks, thru Ferry-Hanley Co., N. Y.
Du Pont Semesan Co., Wilmington (Semesan, Beresan), 6 *sa* weekly, thru BBDO, N. Y.

CKNX Wingham, Ont.

Blatchford Feeds, Toronto, 156 *sa*, thru F. H. Hayhurst Co., Toronto.
Canadian Bankers Assn., Toronto, 40 *t*, thru R. C. Smith & Son, Toronto.
McFayden Seed Co., (garden seeds), 104 *sa*, *ta*, thru Norris-Patterson, Toronto.
Pratt Food Co., of Canada (stock feeds), 104 *sp*, thru A. McKim, Ltd., Toronto.
Standard Brands, Montreal (yeast), 270 *ta*, thru J. Walter Thompson, Montreal.
Lyman Agencies (dyes), 105 *sa*, thru Ronalds Adv. Agency, Toronto.
Western Canada Flour Mills Co., (oats), 39 *sa*, thru A. McKim Ltd., Toronto.

WMAQ Chicago

Chicago, Milwaukee, St. Paul & Pacific Railroad, Chicago, *ne* weekly, 39 weeks, thru Roche, Williams & Cunnyngham, Chicago.
Bulova Watch Co., New York, 28 *sa* weekly, 52 weeks thru The Biow Co., N. Y.
Columbia Pictures Corp., N. Y. ("None Shall Escape"), 8 *sa*, thru Weiss & Geller, N. Y.
Pillsbury Flour Mills, Minneapolis, 4 *sa* weekly, thru McCann-Erickson Co., Minneapolis.
Periodical Publishers National Committee, Washington (farm appeal forest production), 40 *sp* direct.

WOL Washington

Boots Aircraft Nut Corp., New Caanan, Conn., *sp* weekly, thru Cecil & Presbrey, N. Y.
Coca Cola Bottling Co., Atlanta, *sa*, thru Lewis Edwin Ryan Agency, Washington.
Cellowax Co., Baltimore (cleaning products), 2 *ne* weekly, thru Azrael Agency, Baltimore.
Emerson Radio & Phonograph Corp., New York, *sp* weekly, thru Wm. H. Weintraub & Co., N. Y.
Morton's Salt Co., Chicago, *sa* thru Kenyon & Eckhardt, N. Y.

WQXR New York

J. B. Williams Co., Glastonbury, Conn., (shave cream) 5 *ne* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Continental Baking Co., New York (Wonder Bread), 3 *ta* weekly, 44 weeks, thru Ted Bates, N. Y.
Barbizon School of Languages, New York, 4 *ne* weekly and 1 *sa* weekly, thru Metropolitan Adv. Co., N. Y.
Horowitz Bros. & Margarten, New York (matzohs), 6 *sa* weekly thru Advertisers Broadcasting Co., N. Y.

WLS Chicago

Nitragin Co., Milwaukee (legume inoculation), 3 *sa* weekly, 6 weeks, thru Western Adv. Co., Racine, Wis.
Durkee Famous Foods, Elmhurst, N. Y. (salad dressing), 5 *sa* weekly, 13 weeks, thru Federal Adv. Agency, N. Y.
Columbia Pictures, New York ("None Shall Escape"), 6 *sa*, thru Weiss & Geller, N. Y.
Swift & Co., Chicago (Sunbrite Cleanser), 3 *sa* weekly, 13 weeks, thru Needham, Louis & Brorby, Chicago.

WIND Chicago

Atlas Brewing Co., Chicago, 18 *ta* weekly, 52 weeks, thru Arthur Meyerhoff & Co., Chicago.
McKesson & Robbins, New York (Bax), 6 *sa* weekly, 52 weeks, thru Ivey & Ellington, N. Y.

MONTANA
WASHINGTON
OREGON
IDAHO
WYO
KXL
PORTLAND
KFPY
SPOKANE
KPFA
HELENA
KGIR
BUTTE
KRBM
BOZEMAN
YOUR PRODUCT
SALES
A LIVELY PROPOSITION! . . . The best product on earth on the shelf of the best market in the country can fade and die there if an occasional injection of Sales Pep is lacking. In the Portland market, Doc KXL will provide!
KXL Joseph H. McGillvra
KFPY The Katz Company
Z NET The Walker Company
Buy 2 markets, save 5%; buy all 3 markets, save 10%.

GRAYBAR APPOINTS LA MARQUE TO POST

J. W. LA MARQUE, former manager of the radio broadcasting department at Graybar Electric Co. New York district office, on April 1, becomes radio sales manager at the company's executive headquarters New York, replacing D. B. McKey [BROADCASTING, March 13]. Having had twenty-four years experience in radio, Jim La Marque has been associated with RCA and Haynes-Griffen and later served as eastern sales manager of the Crosley Radio Corp. In 1928 he came with Graybar as radio department manager, New York office, in charge of radio merchandising. 1930-36 he was special sales representative for Graybar on Western Electric Radio, Sound Systems and Hearing Aids in Conn. and Westchester County, New York. Since that time he has been closely identified with radio broadcasting and allied electrical industries in the eastern district.

Mr. La Marque

ANNUAL WE REPORT SHOWS '43 DECLINE

DESPITE an all-time record of 83% production for Government and an increase of more than 140 million dollars in sales during 1943, Western Electric Co. showed a decrease of $816,000 in net income in 1943 as compared with 1942, the company's annual statement, issued last week by Clarence G. Stoll, president, disclosed.

Sales totaled $714,338,000 last year, as compared with $573,956,000 in 1942 and $401,621,000 in 1941. Sales to the Government have steadily increased from $41,421,000 in 1941 to a peak of $596,112,000 last year. "With sales to telephone companies declining 58% from 1942, while labor and other costs continued to rise," the report stated, "the maintenance of October 1941 prices under OPA regulations resulted in a very low rate of profit on this part of the business."

Sales to the Bell System declined from $401,200,000 in 1941 to $264,943,000 in 1942 and $118,226,000 last year. Net income for the company was $13,303,000 in 1943, as compared with $14,119,000 in 1942.

Radar, together with radio telephone and other newly-developed electronic equipment were the predominant items in the WE war program. In addition to highly-specialized war products the company manufactured large quantities of telephone material to fill special needs of the Government, including lend-lease requirements for foreign countries.

STOPS DISC BREAKAGE

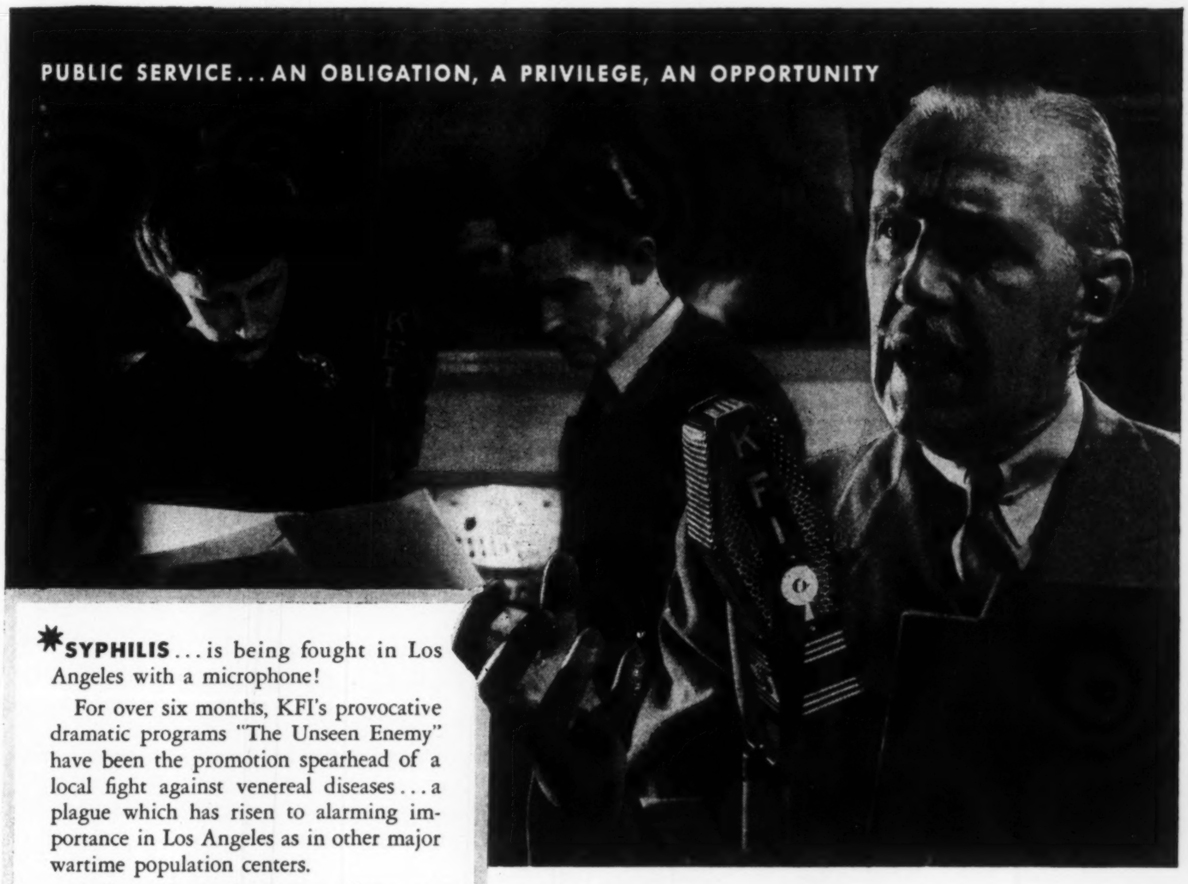
WKRC Cincinnati has adopted a large express sticker that is displayed prominently on each transcription shipment sent out from its station. The idea for the sticker was sent to the station by a Chicago advertising agency and was deemed necessary because of record breakage in transit.

A million people heard the word SYPHILIS* ...and liked it!

PUBLIC SERVICE is just as integral a part of KFI as its 50,000 watts of power. Whether it is a matter of bringing the fight against syphilis into the open, or sponsoring the debut of a promising local concert pianist—KFI regards Public Service as an obligation, a privilege, a promotional opportunity.

Such Public Service programming unites the station and its listeners in the common bond of *local interests*. And this mutuality of interests builds confidence and strong acceptance for all KFI program offerings.

This is another reason for KFI's undisputed leadership in Los Angeles.



PUBLIC SERVICE...AN OBLIGATION, A PRIVILEGE, AN OPPORTUNITY

***SYPHILIS**...is being fought in Los Angeles with a microphone!

For over six months, KFI's provocative dramatic programs "The Unseen Enemy" have been the promotion spearhead of a local fight against venereal diseases...a plague which has risen to alarming importance in Los Angeles as in other major wartime population centers.

And the dramatic programs have not been without dramatic results. The series is credited with having induced many local industrial institutions to broaden the scope of their medical programs. It has been endorsed by educational directors in schools and in military posts. Requests for blood tests at clinics throughout the city and county have shown marked increases.

KFI LOS ANGELES

N.B.C AFFILIATE • 50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

EVER GET JUGGED IN CALABOOSE (KENTUCKY)?

We don't know whether there's a jail in Calaboose (Ky.). But there *must* be a few people, even though WAVE doesn't ask you to pay for them in our coverage! WAVE concedes the back hills to the *big* stations! We concentrate on the Louisville Trading Area and its major slice of all Kentucky's business. Thereby we save you a lot of waste, a lot of dough—and still give you *big results*. Want the facts?

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . N.B.C.
FREE & PETERS, INC.
National Representatives

Agencies

ALBERT J. CAPLAN, production manager, radio director and account executive of the Julian G. Pollock Co., Philadelphia, left March 11 to enter the Navy. His post is being taken by Joseph Green, formerly of the advertising department of Food Fairs Inc., food chain.

WILLIAM DELANEY, formerly of the *Philadelphia Evening Bulletin*, has joined H. M. Dittman Agency, Philadelphia.

MILTON T. KYLE, associated with the Philadelphia office of Albert Frank-Gunther Law, has been appointed manager of the office.

PERRY GITHENS, war correspondent and contributing editor of *Time* magazine, has been named to succeed Joseph C. Keeley as publicity and public relations director of J. M. Mathes Inc., New York. Mr. Keeley is slated for military service in early April.

SHIRLEY WOODELL, account executive in the foreign department of McCann-Erickson, New York, has entered the Navy. Before joining McCann-Erickson, Mr. Wodell was public relations manager of WEAF New York and later sales manager of the international division of NBC.

PHIL BOWMAN, who handles Procter & Gamble commercials in a supervisory capacity with the Hill-Blackett Agency, Chicago, reports to the Navy in 30 days.

J. J. GALLAGHER, manager of the Montreal office of A. McKim Adv., has been elected vice-president of the agency.

BERNARD C. DUFFY, BBDO executive vice-president, has been elected to the board of Cooperative Analysis of Broadcasting.

A. MAESCHAER Jr., for 11 years with Ridgeway Co., St. Louis, as treasurer, production manager and account executive, has joined Oakleigh R. French & Assoc., St. Louis, as director of client service, space buyer and account executive.

DOUGLAS WOOD GIBSON has joined N. W. Ayer & Son, New York, as copywriter in the agency's radio department.

HAROLD L. McCLINTON, vice-president in charge of radio for N. W. Ayer & Son, New York, is in California for several weeks.

JOHN McDERMOTT, formerly of the CBS press information department, has joined David O. Alber Associates, New York, publicity firm.

CHARLES C. GREENE, formerly vice-president and account executive of Buchanan & Co., Chicago, last Wednesday joined Doremus & Co., as vice-president in charge of the Chicago office, succeeding Earl M. Oren, acting manager.

BETTY SHAY, formerly associated with Phillips H. Lord Inc., New York, production firm, and previously with NBC, is now serving as general supervisor of daytime programs of Pedlar & Ryan, New York. Bill Barrett, formerly on the CBS production staff, has been made assistant in the radio production department.

BILL ROUSSEAU, for the past year with Benton & Bowles, New York, as producer of *Prudential Family Hour*, and supervisor of *Thin Man*, CBS commercial programs, is joining McCann-Erickson, New York, as production assistant to Lloyd Coulter, vice-president in charge of radio.

FELIX M. SUTTON has been appointed associated copy director of Geyer, Cornell & Newell, New York. Before joining GC&N last year, Mr. Sutton served with the Erwin Wasey, Lord & Thomas, and Brown & Thomas Agencies.

ANN BRAE, Dorothy Mallinson, and Robert Stevens have joined the radio department of Kenyon & Eckhardt, New York. Miss Brae, formerly with J. D. Tarcher & Co., New York, and Miss Mallinson, formerly with Earle Ferris, publicity agent, have joined the commercial writing staff. Mr. Stevens, formerly with the Blue Network, has joined the radio production staff.

NORMAN GLADNEY has been appointed director of radio production for Leon S. Golnick & Assoc., Baltimore. Mr. Gladney was formerly with WLIB Brooklyn and WITH Baltimore.

IVAN N. SHUN, owner of Advertising Counselors of Arizona, has announced the final dissolution of Advertising Counselors Inc., predecessor of the present concern.

SMILING APPROVAL over the new contract just signed, Freddie Miller, "*The Hy-Tex Man*", shakes hands with Robert Foley, seated, president of the Foley Advertising agency, after signing for the Hy-tex show carried on WJW Cleveland, Monday through Friday 12:15-12:30 p.m. sponsored by Barton Chemical Co. Chicago. Hal Waddell, national sales manager for WJW, watches.

KATHERINE WELLINGBROOK, formerly associate director of the American Institute of Baking, has opened an advertising agency, and consumer and public relations office under her name at 551 Fifth Avenue, New York. Telephone is Murray Hill 2-6650.

DONALD J. POWERS, formerly director of public relations of Celotex Corp., Chicago, for the greater part of the last 14 years, has joined The Caples Co., Chicago, as account executive.

EDWARD SIMMONS, a radio director with the Wade Adv. Agency, Chicago, reported for duty with the Army March 14.

ANDREW WOLF, formerly assistant national sales manager of General Foods Corp., New York, has been appointed merchandising executive of Compton Adv., New York.

ELIZABETH SIMPSON, formerly on the traffic staff of Foote, Cone & Belding, New York, has been named manager of the traffic department of Fuller & Smith & Ross, New York.

WOODFORD C. RHOADES, formerly contact man with Parker-Allston Associates, New York advertising firm, has joined the copy writing staff of Alley & Richards Co., New York.

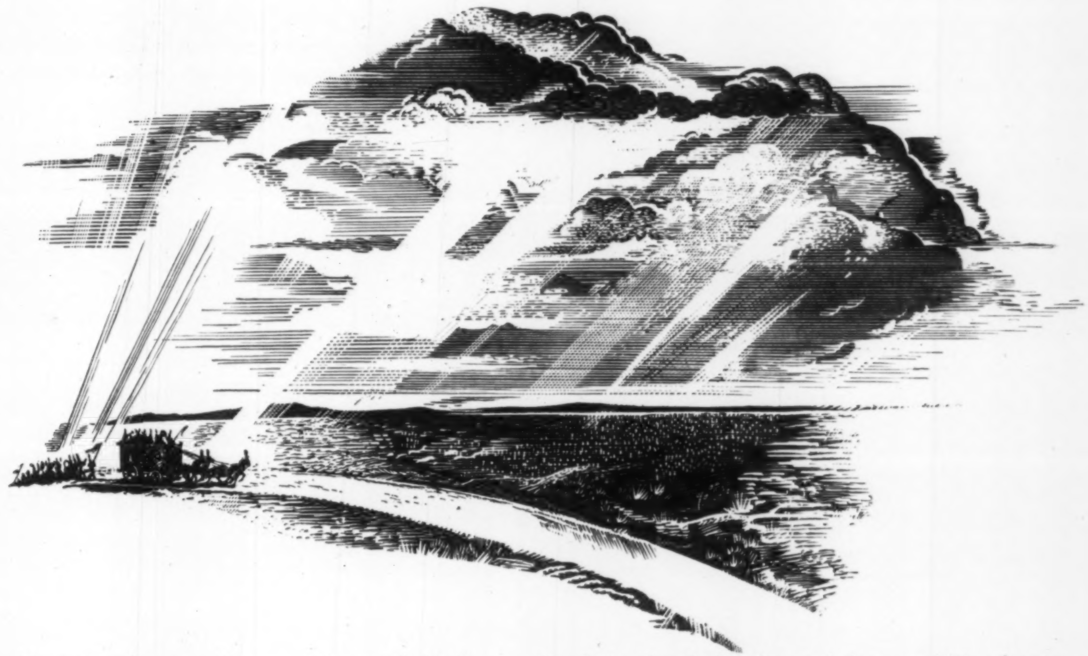
MARCEL SCHULHOFF & Co., New York Advertising agency, has moved from 19 West 44th St. to 17 East 45th St. in New York. Telephone number is Murray Hill 2-3708.

NINA ANTHONY, news editor of CJOR Vancouver, has joined the radio department of Stewart-Lovick, Vancouver agency.

83.9%
of WSAI's
contracts are
RENEWED
contracts!
WSAI
DIVISION OF THE CROSLEY CORPORATION
CINCINNATI 2, OHIO

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is The Beeline
THE BEELINE
RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN
McClatchy Broadcasting Company
Sacramento, California
Robert A. STREET National Sales Manager
Paul H. RAYMER CO. National Representatives

HERE'S THAT BANDWAGON AGAIN



Once in a blue moon it comes along . . . that symbol of great opportunity so dear to the heart of every progressive American—the Bandwagon!

This time the Bandwagon is Television. You've been waiting for it. Do you recognize it now that it's time for the first seats to be taken?

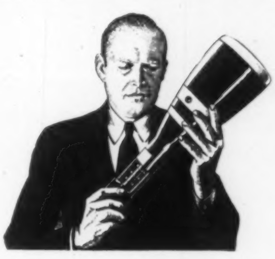
Television stands today where radio stood a few years ago . . . where movies stood a few years earlier. Americans who were *the first* to climb aboard are still congratulating themselves!

Men who can judge the future by the past are already climbing aboard this 1944 Bandwagon. They know that television, which combines the best in radio and movies (plus a few things of its own), promises to confound the skeptical and reward the enterprising by soaring to the greatest heights of all . . . *soon*.

Plan *now* for your telecasting studio. Reserve that equipment *now* . . . equipment that insures low cost of operation. These things can be done. DuMont will do them for you.

Allen B. DuMont has specialized in television since it was a laboratory curiosity. When he developed the DuMont Cathode Ray Tube, he earned the title, "The Man Who Made Commercial Television Practical"; he put the wheels on the television Bandwagon. Climb aboard!

The man who made commercial television practical can make it profitable for you.



Allen B. DuMont, creator of the DuMont Cathode Ray Tube. DuMont is now providing complete plans for complete telecasting equipment . . . will custom-build your transmitting set-up, provide training for personnel at cost, equip your station, reserve your material. The very cornerstone of this service is low cost of operation. We invite your inquiries.

DUMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, NEW JERSEY
TELEVISION BROADCASTING STUDIOS AND STATION W2XWV, 515 MADISON AVENUE, NEW YORK 22, N. Y.

Copyright 1944, Allen B. Dumont Laboratories, Inc.

War Programs Dominated CBS in Year; Net Income Up, Annual Report Shows

WARTIME operations of CBS are highlighted in the company's annual report to stockholders, made public last Friday, which reveals that of the network's 31,592 individual broadcasts during 1943, more than 17,000 dealt with war projects, representing 3,380 hours or approximately 36% of CBS total operating time.

In presenting the report in the absence of CBS President William S. Paley, on leave on a special foreign mission for the OWI, Paul W. Kesten, executive vice-president, stated: "That your company prospered during 1943 is a source of less pride to its management and, I feel sure, to its stockholders, than that it met and fulfilled the urgent and multiplied needs of the armed forces, the United States Government, American industry and the American people at war."

Net Rises

Annual financial statement, submitted by Frank K. White, vice-president and treasurer, shows a gross income of $75,166,441 during 1943 for CBS and its subsidiary companies, an increase of $12,954,868 over 1942's gross of $62,211,573. Net income for the year, after providing $7,575,000 for federal taxes, was $4,535,941 or $2.64 per share, an increase of $412,243 over a net of $4,123,698, or $2.40 per share in 1942.

Looking to the future, the report states that "while television publicly seemed to stand still . . . the impact of wartime progress upon post-war television has made almost certain television pictures of larger size and higher fidelity, richer in detail and in full and natural color, although continued transmission of lower quality pictures of pre-war standard may be necessary during an interim period."

War themes during the year increased from 48% to 58% of all CBS programs, the report says, with almost half the time sold for commercial use devoted to war projects. The 90 CBS advertisers in 1943. not including Pacific Coast and regional advertisers, purchased a total of 3,268 hours of network time.

Year's total of 9,329 hours of CBS network broadcasting included 31,592 programs, originating from 333 foreign and domestic points, the report reveals.

During 1943, the report states, 15 stations joined CBS and five affiliated, with FCC permission, increased their power. Internationally, CBS erected two new high-power shortwave transmitters for the Government at Wayne, N. J., has one under construction at Brentwood, L. I. and is planning others in California, in addition to the three it already operates to beam programs to foreign listeners and to our own troops abroad.

You can't stop the sun!

. . . any more than you can keep people out of Miami and "its magic sun"--where buying power, income, bank deposits, pay-rolls and year-round population have soared to new peaks.

Check the records -- then get in this market for immediate and post-war gains!

WIOD
MIAMI

WIOD Covers This New Rich Market
As Completely As Miami's Magic Sun

5,000 WATTS • 610 KC • NBC

* * *

National Representatives
GEORGE P. HOLLINGBERY CO.

Southeast Representative
HARRY E. CUMMINGS

* * *

James M. LeGate
General Manager

TWO NAVY SHOWS TAKE UP OPTIONS

BAN placed on use of Navy personnel on sponsored broadcasts will have a definite future impact against Chicago Navy shows but several other midwest programs will be permitted to continue under existing contracts.

Minneapolis-Honeywell Regulator Co., Minneapolis, on April 2 will take up the remaining 26 weeks of its 52-week contract for *Bluejackets Choir* over CBS. Addison Lewis & Associates, Minneapolis, is the agency.

Hall Bros. Inc., Kansas City, Mo. (greeting cards), effective April, renews sponsorship of *Meet Your Navy* for the remaining 26 weeks of its contract. Program will be heard on 160 Blue stations Fridays 8:30-9 p.m. Henri-Hurst & McDonald Inc., Chicago, handles the account.

Communications Probe Funds Are Requested

A RESOLUTION authorizing the Senate Interstate Commerce Committee or a subcommittee to investigate international communications, under terms of Senate Resolution 187 introduced last October, was introduced last Monday by Sen. Wheeler (D-Mont.), chairman of the Committee and co-sponsor of the original resolution. Last week's document, which would authorize an expenditure of not more than $5,000 for the probe, was referred to the Audit & Control Committee.

During hearings last Tuesday before the House Select Committee to Investigate the FCC, James Lawrence Fly, Commission chairman, expressed the hope that Sen. Wheeler's resolution (SRes. 267) "will lead to a full consideration of the problem and to the development of a legal basis for unification" of international communications. He added: "We don't need much investigation on that. I think the committees are pretty well informed on that. I don't believe much testimony will be needed. I think a $5,000 fund would be adequate."

N. Y. AFM Pacts

LOCAL 802 of the American Federation of Musicians has negotiated new contracts with WMCA and WNEW New York, effective April 1, calling for 15% increases in the present scale of $75 a week. Scale for one-time commercial broadcasts will go up from $10 for one hour or less to $12 for 30 minutes or less and $16 for 31 minutes to a full hour.

Railroad Special

CHICAGO, BURLINGTON & QUINCY Railroad, Chicago, will sponsor a special broadcast from Lincoln, Neb., April 10 on the full Blue network from 12:45-1 p.m. Agency for the Burlington is Reincke-Ellis-Younggreen & Finn, Chicago.

EDGAR KOBAK, executive vice-president of the Blue, on March 21 will address the Women's Washington Advertising Club, and on March 22 will address the Baltimore Advertising Club.

Lease Cancelled

(*Continued from page 16*)

Society pursuant hereto are to be paid by the lessee."

Justices Paine, Carter, Messmore and Wenke voted to cancel the lease, while Justices Yeager, Chappell and Ellis dissented, holding the lease was adequate and legal. Members of the board of Woodmen, headed by D. E. Bradshaw, president, had held that the reasons for disposition of the station to the Gillin company were several.

Among these were recited interference with duties of officers of the Society, which was organized for the purpose of fraternal insurance; possibility of station income being subject to income tax; possibility of its operation causing a taxable levy on the gross income of the Society; possibility of legislation preventing a fraternal insurance society from owning and operating a station; station ownership drew Society into controversial subjects discussed over WOW; caused difficulties in relationship between employes of the Society and station, due to wage scale differences; fear of legislative measures of FCC destroying station value; area covered by the station had been materially reduced, affecting its advertising medium value; additional FM and television costs might have come up.

The opinion brought out that Mr. Bradshaw desired to see Mr. Gillin participate in the management and ownership of the station and paid high tribute to him for the station's success. Mr. Gillin has been directing head since 1932.

Esso Garden Book

ESSO MARKETERS, New York, is offering radio listeners a book on gardening through its *Esso Reporter* programs, heard on some 37 stations. Two million copies are being released, and another printing is planned on the basis of response to last year's offer of a similar booklet. Special editions adapted to regional agricultural conditions are prepared in each state by Standard Oil divisions in consultation with the local state department of agriculture.

First in Prestige!
First in Audience!
First for Advertisers!

KOIN
PORTLAND, OREGON
CBS Affiliate

FREE & PETERS • National Representatives

Employes Show

SYLVANIA ELECTRIC PRODUCTS Inc., Salem, Mass., is presenting a half-hour variety show over WESX Salem, Sat. nights, originating from the ballroom of the Hotel Hawthorne, with all talent made up of employes of the firm. A 13-piece orchestra furnishes the music with songs by Irene, Ned French 300-pound m.c.; wit by Freddie the Moron, and a simple quiz show conducted by Dorothy Rich. A talented Slyvanian performs to round out the show. Credit for the show goes to James R. Duffy, manager of employe activities in the Sylvanian Industrial Relations Department.

HELP OF INDUSTRY PRAISED BY DAVIS

THE radio industry and the Radio Executives Club of New York were praised at the luncheon meeting last Thursday in New York by Norman H. Davis, director of the American Red Cross "for the outstanding contribution you have made through radio in connection with the 1944 war fund goal of $200,000,000".

Mr. Davis' letter was read by Lindsay Macharrie, American Red Cross director of public information in Great Britain.

"The radio industry," Mr. Davis wrote, "as a whole has given and is giving a graphic picture of the Red Cross in action in these troubled times. Please accept the deep appreciation of the American Red Cross".

Praises Nets, BBC

Mr. Macharrie, a former producer of Blue and Benton & Bowles, New York, praised the BBC and the four American networks for their cooperation in making programs and facilities available to the armed forces.

Guests were Fred Goddard, KXRO Aberdeen, Wash.; John T. Carey, WIND Gary - Chicago; George Lasker, WORL Boston; Ed Clery, WIBG Philadelphia; Frank Smith, WWSW Pittsburgh; Wilbur Eichelberg, MBS; Hal Seville, WJEJ Hagerstown; Jack Gross, KFMB San Diego; Mr. and Mrs. Dutch Cassill, WGNY Newburgh; C. A. Lacey, WJDX Jackson Miss.; Rhoda Maggi, Mildred Helm and Don Hayworth, BBC.

WANTED RADIO NEWS WRITER

News writer for KSD, St. Louis, an NBC affiliate. Give draft status and details of experience. Must be fast on typewriter. Availability certificate required.

WRITE
NEWS EDITOR
RADIO STATION KSD
ST. LOUIS, MO.

New Relay Suitable for Video Sought By AT&T Between New York, Boston

PLANS for "a commercial trial" of a radio relay system suitable for the transmission of television programs as well as telephone messages were announced last Friday by the American Telephone & Telegraph Co. Application was made last Thursday to the FCC, AT&T said, for approval of the construction of a radio relay between New York and Boston, work to proceed as rapidly as the war situation permits.

Relay will take at least two years to complete and will cost in excess of $2,000,000. According to AT&T, system will be operated by radio relays of a type under development at Bell Telephone laboratories before the war, with directed radio beams at ultra-high frequencies operating simultaneously in other directions and relayed at stations spaced at about 30-mile intervals along the route.

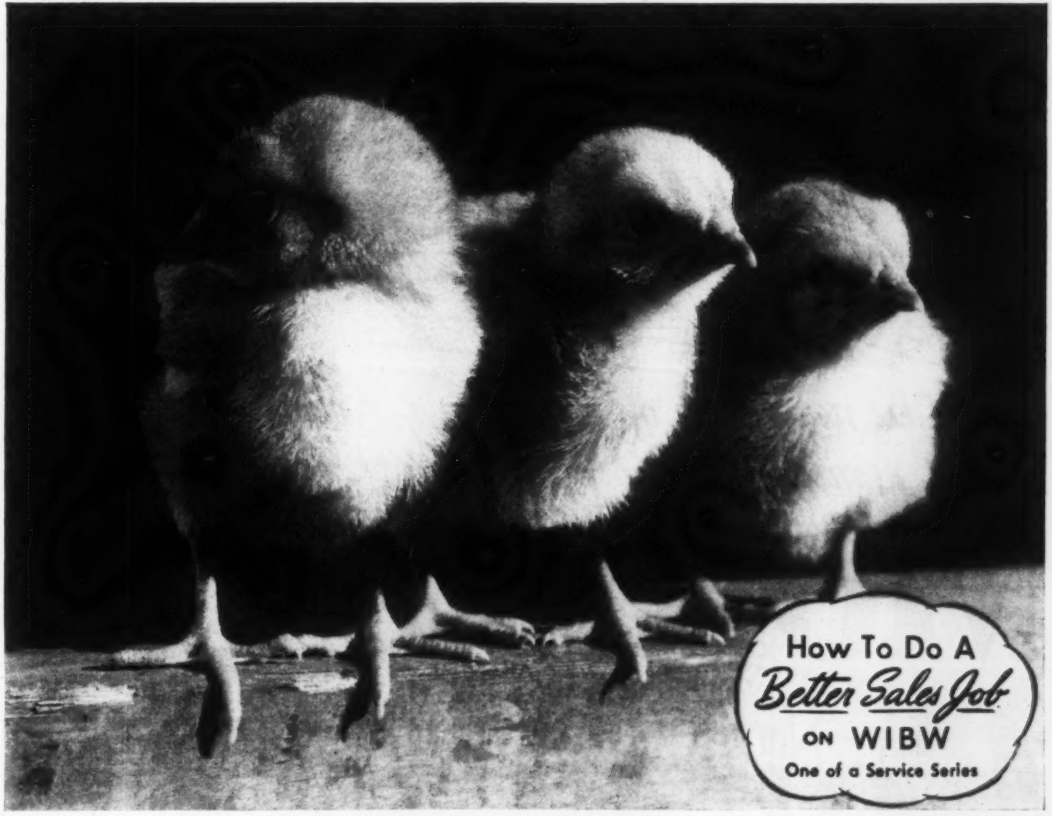
Principal purpose of the trial, the company states, is to determine by practical operation in commercial service the relative advantages and disadvantages of radio relay in transmission of long distance messages and television programs compared with transmission by wires and cables and the recently developed coaxial cables.

Announcement of these radio relay plans, as well as plans for the construction of 6,000 to 7,000 miles of coaxial cable, also capable of carrying television programs [BROADCASTING, March 6], has been sent by AT&T Vice-President Keith S. McHugh to a number of executives of companies with television interests, together with a letter which points out that AT&T's interest in television "is primarily the same as our interest in broadcasting, namely, in furnishing facilities for the transmission of television program material."

In addition to outlining the company's post-war plans for intercity television network facilities by both coaxial and radio relay systems—plans which he states "are necessarily subject to a good many qualifications because of present uncertainties"—Mr. McHugh explains that "within the same city, television can be transmitted over ordinary telephone wires, with the addition of suitable terminal and intermediate equipment, or over special conductors provided for the purpose."

Feldman in India

ARTHUR FELDMAN, assistant manager of the Blue's London news office, has arrived in New Delhi, India. He was heard on the network from his new post last Wednesday.



This is baby chick month in the WIBW area. In a few weeks, millions of chicks will be sold as "fryers" . . . others will be kept as "layers". Latest estimates place 1943 poultry and egg income for Kansas alone at $82,554,540.00.

Lay your plans NOW to get your share of this surge of EXTRA SPENDABLE INCOME that will soon reach farms and small towns in our *six state service area.*

Include WIBW in those plans because of (1) the tremendous clarity and penetration of our signal—5 on 580; (2) the admitted preference of farm and small town listeners for WIBW programs, personalities and service; (3) our long, enviable record of RESULTS for other advertisers.

Do A Better Sales Job . . . on WIBW!

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

Merchandising & Promotion

CBS Report—WDBJ Maps—KNX Trade Paper
Nine in One Suit—Sew for Victory

COVERAGE attained in a nationwide listener campaign, involving the voluntary cooperation of 128 CBS stations, is presented in an oversize illustrated folder released by the network. Brochure constitutes a report by the cooperating stations on the CBS 1943 program promotion campaign "to invite the mass of the American people to listen to CBS programs" and to appreciate that they were getting the best in radio fare. Included is a list of the exact quantities of promotion material supplied to the stations by the network followed by a page-by-page account of how much was used in each of seven media. Total reader "impression-opportunities" are reported at half a billion for newspapers and at over a billion for car and bus cards, with "uncheckable" millions in posters and postcards. "Listener-opportunities" totalled nine billion, representing a daily average of 13 radio messages addressed to 25,000,000 CBS radio families over a period of 28 days.

* * *

WOWO Dinner

ACHIEVEMENT Award dinner was held by WOWO Ft. Wayne, Ind. on March 16 as tribute to the men and women in the WOWO tri-state area who have made significant contributions to agriculture and home economics during the past year. Present at the event were Governor Henry F. Schricker, the featured speaker, Harry J. Reed, dean and director of the Purdue U. School of Agriculture, and other agriculture leaders and representatives.

WDBJ Maps

NEW daytime and nighttime coverage maps have been issued by WDBJ Roanoke, Va. Bordered in red, the double-page daytime pamphlet gives market data information accompanying a map, opposite the data, showing WDBJ daytime coverage in red for primary listening area, and shades of pink for secondary and tertiary areas. A full explanation is on the back cover. Station follows same form for nighttime pamphlet. Both have extended second page with call letters printed vertically for filing purposes.

* * *

Cabs Promote

KSD St. Louis has begun a promotional scheme with three taxicab firms, Yellow, Black and White and Victory Cabs, to carry signs on the space between the taxi's rear window and bumper featuring the call letters, KSD, with bordering slogans such as "NBC Outlet in St. Louis", "Tops in Programs", "AP News", and "550 on your dial". The signs are printed in red with blue and white trim.

* * *

KNX Trade Paper

KNX Los Angeles is now issuing a monthly *KNX Trade Talk* newspaper covering radio news of foods and drugs. With the second issue, March, paper now goes to more than 90% of all food and drug retailers in Southern California. National circulation includes agencies and advertisers.

* * *

WHBQ Folder

PROMOTION done in connection with advertisers' accounts is now presented by WHBQ Memphis to advertisers in a specially printed folder containing tear sheets of ads and other promotion. "News for You—From WHBQ" is slogan of the folder which has one corner folded back for quick opening.

Suit—9 in 1

A NATIONWIDE contest to test the wartime ingenuity of listeners was announced Mar. 3 on Imogene Wolcott's *What's Your Idea*, sponsored on MBS by Duffy-Mott Co., New York food firm. Listeners were asked to suggest novel wartime accessories which could turn one basic suit into eight or nine outfits. Franklin Simon Co., New York specialty shop, in conjunction with *What's Your Idea*, will donate a complete ensemble to the winner. Leaders in the fashion field will be on the board of judges. Agency for Duffy-Mott Co. is Al Paul Lefton Co., Philadelphia.

* * *

Retail Tie-in

EXCELLENT example of radio-department store tie-in is the KQW window in The Emporium, one of San Francisco's largest retail stores, for the CBS Lyn Murray show sponsored by E. R. Squibb & Sons. Display shows collection of battlefront medicines manufactured by Squibb, with medical books sold in the store's book department, and reminds listeners to hear the Squibb network program.

* * *

Sew for Victory

PRIZES totaling $500 in war bonds are being offered by WOL Washington, D. C. in a "Sew for Victory" contest being conducted by the station. Open to women of all ages, with the exception of professionals, contest includes six divisions—children's clothing, conservation group, original designs, junior clothing, senior dresses, and suits and coats. Judging will begin April 15.

* * *

KMBC Folder

FOUR-PAGE promotion folder released by KMBC Kansas City presents unusual market facts concerning the KMBC service area, and currently is appearing in various trade magazines.

SALES FLY HIGH WHEN YOU BUY

BALTIMORE'S
Blue Network Outlet
John Elmer, President
Geo. H. Roeder, Gen. Manager
FREE & PETERS
Exclusive National Rep.

The new book of America's master radio playwright

More BY Corwin
16 RADIO DRAMAS BY Norman Corwin

Introduction by CLIFTON FADIMAN

SINCE the publication of his *Thirteen By Corwin*, that genius of radio, Norman Corwin, has done more radio dramas so thrilling to millions of listeners. Now the sixteen best and most representative of his new plays, with complete production notes on each, are ready in book form—for you to enjoy, to study, and to produce.

"Even more than his first volume of radio dramas, this collection demonstrates the extraordinary breadth of his versatility."—CLIFTON FADIMAN. *Just published*, $3.

CONTENTS: *Mary and the Fairy; Cromer; We Hold These Truths; Descent of the Gods;* Excerpts from *"This Is War"; The Long Name None Could Spell; Good Heavens; Psalm for a Dark Year; A Man with a Platform; Samson; Anatomy of Sound; Murder in Studio One; Between Americans; A Moment of the Nation's Time; Double Concerto; Program to Be Opened in a Hundred Years.*

HENRY HOLT AND COMPANY, 257 Fourth Ave., N. Y. 10, N. Y.
HENRY HOLT AND COMPANY·HENRY HOLT AND COMPANY·HENRY HOLT AND COMPANY·HEN

FM in KANSAS CITY
KOZY
EVERETT L. DILLARD
General Manager
PORTER BLDG., KANSAS CITY

Clark Committee

(*Continued from page 12*)

Chairman Clark announced his plan to reconvene the committee.

Members of the committee, in addition to Chairman Clark, are Tunnell (Del.), McFarland (Ariz.) and Andrews (Fla.), Democrats; and White (Me.) and Tobey (N.H.), Republicans.

Senator Clark has not indicated the lineup of witnesses beyond Dr. Maddy. Presumably the committee will determine its course following the initial hearing. It appeared evident, Senator Clark said, that the committee would like to inquire into the circumstances surrounding the current network negotiations and in light of the Labor Board decision.

Smith Letter

Mr. Smith's letter to Senator Clark, copies of which were sent all members of the NAB board, follows in full text:

As you are probably aware, the radio networks are at the present time negotiating with Mr. James Petrillo of the American Federation of Musicians for a new labor agreement. In fact, I believe that for the most part an agreement has been reached between them.

Certain portions of this agreement, in my opinion, will have disastrous effects upon the broadcast station operators throughout the entire United States. In this letter, I should like to explain to you why I believe this. Because of your past experience in the Petrillo matter, I should like to ask any advice or relief it is possible for you to give.

The networks have agreed that only members of the Musicians Union will be permitted to handle phonograph records and transcriptions in their stations. This duty at the present time is performed by technicians. There are two main technicians unions, one of these being the A. F. of L. affiliate, the International Brotherhood of Electrical Workers. The other one, which controls technicians on NBC, the Blue Network and their affiliated stations, is known as the National Assn. of Broadcast Engineers & Technicians. The deal that has actually been made by the networks is that they will force NABET into IBEW, as a concession to IBEW, for giving up their phonograph record and transcription handling privileges. It is my understanding that IBEW on the Pacific Coast does not desire this change. NABET also is opposing it to the best of their ability.

It is very obvious to anyone familiar with the broadcasting business that this concession on the part of the networks is one of negligible importance to them. It is also obvious that Mr. Petrillo's purpose in requesting it is to establish the principle of musician handling of transcriptions and records. Having established this principle, it will not be difficult for him to expand it to virtually all radio stations in the United States. This, in itself, will still not be a move of major importance to the Musicians Union.

However, once having established musicians in a necessary capacity in the radio station, AFM is then in a position to force studio bands upon all stations, most of whom now employ no musicians. At present a strike of musicians is not looked upon by the average independent station with too much fear. However, if the musicians could control the phonograph records and transcriptions, and the technicians and announcers, through their contracts, were not permitted to touch them a strike of musicians would automatically put the stations off the air. This is the control Mr. Petrillo desires.

Mr. Petrillo's original demand on the networks was for a music cost equalling 3% of their gross revenue. Mr Petrillo has lowered this demand materially. I believe, in consideration for having this amount reduced, the networks are making an effort to help Mr. Petrillo get his revenue from the radio stations rather than from the networks. Already, to my knowledge, two stations, KFI and KECA, the NBC and Blue outlets in Los Angeles, have been notified by the musicians that starting June 1, they must employ musician platter turners.

In view of the foregoing, I believe you will understand why I feel that the networks, in gaining concessions for themselves, have given away the rights of independent and affiliated stations to do so. There has been very little publicity released about network AFM negotiations and I believe the average station manager is not aware of the critical situation facing him. I am somewhat at a loss to know which direction to turn for relief. I hope a certain amount of security may be added to our position by having this information in your hands.

New Senate GOP Leaders Express Radio Interest

NEWLY organized Republican leadership of the Senate places three senators having more than cursory interest in a free radio in the forefront of party councils. Senator Wallace H. White Jr., of Maine, was continued as acting leader in succession to the late Senator Charles L. McNary, of Oregon. He is the co-author of the present radio act and also was largely responsible in the drafting of the basic provisions of the White-Wheeler bill (S-814) now pending before the Senate committee.

Senator Arthur H. Vandenberg, of Michigan, named acting chairman of the Senate Republican conference, and Senator Robert A. Taft, of Ohio, elected chairman of the new nine-man Republican steering committee, have both addressed the Senate on freedom of radio in recent months. Mr. Vandenberg has a news publishing background and has evinced avid interest in freedom of the press and radio. Senator Taft, son of the former president is related to Hulbert Taft, publisher of the *Cincinnati Times-Star*, which owns WKRC. He recently lashed out against the FCC on program control.

Weir to OWI

WALTER WEIR, vice-president in charge of creative work of Kenyon & Eckhardt, New York, will take a leave of absence from the agency to join the Overseas Branch of OWI around the first of April. He will be assigned to overseas duty in a forward combat team, operating as a member of the Psychological Warfare Branch of Allied Force Headquarters. Vernon Bowen, associate copy chief of J. M. Mathes Inc., New York, has resigned from that agency to join K & E where he takes over Mr. Weirs creative activities. Mr. Bowen will serve as assistant to Mr. Weir on the latter's return.

SPORTS
WHN WHN WHN WHN
MUSIC
1050 1050 1050 1050
NEWS
WHN WHN WHN WHN
WHN
DIAL 1050-50,000 WATTS

The Service Airea of
WIS
(5000 Watts • 560 KC • NBC)
at Columbia, S.C.
gives you
MORE
RADIO HOMES
than
LOUISVILLE (127,000 against 79,000)
or
ATLANTA (127,000 against 63,000)
or
MEMPHIS (127,000 against 61,000)
or
BIRMINGHAM (127,000 against 58,000)
or
RICHMOND (127,000 against 45,000)
or
NEW ORLEANS (127,000 against 103,000)
—or than Rochester (88,000)
or Denver (91,000),
so far as that's concerned!

GET ALL THE FACTS! WRITE WIS
OR ASK
FREE & PETERS, INC.
Exclusive National Representatives

Hon. Horton Mallinson
Badger-Browning-Hersey
New York, N. Y.

Dear Hort:

I overheard the sales fellows here talking about it, and I think it's worthwhile passing on to you. They said that our county, Kanawha, with roughly 205-000 population represents about 10% of W. Va.'s total. Then they went on to point out that in the last 4th War Loan Drive Kanawha Countians purchased 30% of W. Va.'s total bond sales. I'm not much on figures, but that looks to me like the people in Kanawha County really have the money and they know how to spend it. It also looks to me like the man with a product to sell in W. Va. would by all means choose Charleston and Kanawha County as the best place in the state to sell it. Come to think of it, maybe that is why so many advertisers are talking about their goods over this station.

Regards

yours,
Algy

WCHS
Charleston, W. Va.

A 50,000 watt audience *at a* 250 watt rate

C. E. HOOPER
For December 1943-January 1944

MORNING INDEX MON. THRU FRI. 8:00 - 12:00 A.M.	A	WGRC	B	C
	12.5	23.2	36.7	27.0
AFTERNOON INDEX MON. THRU FRI. 12:00 - 6:00 P.M.	A	WGRC	B	C
	28.6	31.1	20.4	18.2
SUN. THRU SAT. EVENING INDEX 6:00 - 10:00 P.M.	A	WGRC	B	C
	41.1	12.3	37.1	8.1

There must be a reason— and this is it!

WGRC
Mutual

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith·*National Representatives*

Opposition Voiced in Senate To Sharp Cut in FCC Fund

BITTER opposition by Administration forces to a two-million-dollar reduction in the FCC's 1945 fiscal year budget developed last Thursday in the Senate during debate on the Independent Offices Appropriations Bill (HR-4070), already passed by the House.

Led by Sen. Mead (D-N.Y.), the debate saw Sen. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee and co-author of the White-Wheeler Bill (S-814) to revamp the Communications Act of 1934, line up on behalf of FCC Chairman James Lawrence Fly and restoration of the cuts.

Duplication Claimed

After adopting a Committee amendment which reduced the FCC budget request for normal activities from $2,209,000 to an even $2,000,000, the Senate on motion of Sen. Barkley (D-Ky.), Majority Leader, agreed to reconsider its action. Sen. Mead then offered an amendment to restore the full amount of the original budget request for so-called national defense activities.

Sen. McKellar (D-Tenn.), acting chairman of the Appropriations Committee, and Sen. Bridges (R-N.H.), Committee member, vigorously defended the Committee's reduction of $509,000 above the House cuts [BROADCASTING, March 13]. The House had lopped off $1,654,857.

Sen. McKellar, informing his colleagues that evidence before the Appropriations Committee showed that the radio intelligence work done by the FCC duplicated that of the Army and Navy, declared: "We gave Mr. Fly two or three days before the Committee to establish his claim, with maps, specifications, and testimony. I am sure the Senator (Sen. Mead) will recall that he was given every possible opportunity to submit reasons why there was no duplication. Such reasons were never presented to the Committee. I do not think anyone would deny that there is a duplication."

"I know that the distinguished acting chairman of our Committee gave Mr. Fly unlimited time," said Sen. Mead, "and I am sure he would satisfy Mr. Fly a little better if he gave him less time and more money to operate the agency." He denied that the record showed the Commission was "engaged in radio intelligence of a military nature".

Defending the Commission's activities Sen. Mead asserted that "the Army and Navy must occasionally depend upon the FCC for the performance of certain tasks, military in character. . . . Another point is that it is the FCC, not the military, which does the monitoring of broadcasts coming from enemy countries. It is the United States FCC which does the policing of the U. S. radio network."

Sen. Tobey (R-N.H.) defended the Joint Chiefs of Staff and the Secretaries of War and Navy, who recommended in February 1943 that radio intelligence activities be transferred from the FCC to the armed forces. When Sen. Mead read the President's letter, dated Sept. 7, 1943, in which Mr. Roosevelt told Secretaries Knox and Stimson to iron out their differences before the Board of War Communications, Sen. Tobey asserted:

"The FCC is practically a one-man Commission. James Lawrence Fly dominates the board. I know that to be a fact. The board to which the Senator referred, the BWC to which to make appeals, is also dominated by James Lawrence Fly. So Mr. Fly acts in both capacities." Following an exchange between Sens. Tobey and Mead, Sen. Wheeler interposed that "'Mr. Fly is one of the ablest and most intelligent men in the public service today."

Sen. Wheeler paid glowing tribute to Chairman Fly, declaring: "While I have not always agreed with him at times, in my opinion he has been one of the most maligned men in public service in Washington during the last few years. Mr. Fly has had one of the most difficult jobs to perform in this city. When it comes to regulating radio, and radio communications, and to dealing with those engaged in the industry, with all the selfishness displayed by them, one must recognize what an extremely difficult job the chairman of the Commission has."

Sen. Mead read into the *Congressional Record* letters from military and other governmental personnel, commending the Commission's work in the radio intelligence field. That brought from Sen. Bridges the question: "I should like to have the Senator tell us exactly what proportion of the time of Mr. Fly and the FCC has been spent in the campaign or crusade to obtain these endorsements from minor Army officers all over the country?" Sen. Wheeler said:

"I happen to know that Mr. Fly was attacked before one of the committees of the other House, and certain statements were made. I assume that when those statements were made he possibly asked persons who were familiar with the work he was doing to write letters. It will be recalled that he was not permitted to testify before the House Committee in answer to the charges. I assume—and I think it is true—that he did ask certain persons in various executive departments who had been using the service to say what they thought about it, and these letters were in response to that request."

It was reported on Capitol Hill Friday that some Senators had inquired into Sec. 201, Title 18, U. S. Code, which prohibits the use of moneys appropriated "to influence in any manner a Member of Congress, to favor or oppose, by vote or otherwise, any legislation or appropriation by Congress, whether before or after the introduction of any bill or resolution proposing such legislation or appropriation". The law specifies that any "officer or employee" of the U. S. found guilty of violating the statute "shall be removed" from office and "shall also be guilty of a misdemeanor". A $500-fine and/or year in prison are specified.

CBS to House

STATIC no longer is a problem for House members who want to tune in WTOP Washington for local or CBS programs. A direct-line monitor has been installed by CBS in the office of William Vaughan, acting superintendent of the House radio gallery. As soon as materials can be obtained a similar installation will be made in the office of the Senate radio gallery, of which D. Harold McGrath is superintendent. Reception in the Capitol is poor because of steel girders and elevators.

NBC
AFFILIATED STATION

RICHMOND, VA.

WORLD'S **M**EMORABLE **B**ATTLE **G**ROUNDS
WIDER **M**ARKET **B**ETTER **G**UARANTEE

5000 WATTS

Boler Denies Intimidation, Defends Fly in Case Letter

EDITOR BROADCASTING:

In view of the fact that you have published Congressman Case's innuendos in your publication of March 6, 1944, page 53, I think perhaps it might be only fair to Chairman Fly and the writer that you also publish my reply.

—JOHN W. BOLER, *President*
North Central Broadcasting
System Inc., St. Paul, Minn.

March 4, 1944

Hon. Francis Case
House of Representatives
Washington, D. C.

Dear Sir:

I received an airmail special delivery envelope postmarked Washington, D. C., this morning with no return address or other identification which contained a copy of your speech to Congress on Feb. 29, 1944. From its contents, it is very evident that you, with some other Congressmen, are using the FCC as a political football.

I request that this communication be put in the *Congressional Record*, because statements which you have made and interpretations of my letter and contact with you were misconstrued, and therefore, your statements were false and misleading.

James Lawrence Fly, chairman of the FCC, did not call me and did not call Harvey Jewett, National Republican Committeeman, and solicit our sympathy or support.

Being the licensee of two radio stations and the operator of a regional network, I have business with the FCC, and it was I who called Chairman James Lawrence Fly regarding business that I have with the FCC, which I have the occasion to do very often.

The only statements that ever get before Congress, or that ever have obtained just consideration by Congress or the House Select Committee investigating the FCC, are statements, innuendos, and derogatory accusations hurled at James Lawrence Fly and the FCC. The House Select Committee never allowed anyone to appear before the Committee in an open meeting that had any statement to make favorable to the FCC, the Commissioners, or its chairman. Congressman Cox, and the New York attorney whom the Committee hired, appeared prejudiced against the FCC from the beginning, and their resignation is proof of something or other.

As a voter, I have the right to contact a personal acquaintance and voter in the State of South Dakota,—your state—and ask him to express his views as a voter to you. However, you choose to call it intimidation, instead of investigating further.

You say that your action, or the Committee's action taken to withhold the appropriation to the FCC was based wholly on the recommendations of the joint Chiefs of Staff and the Secretary of War and the Secretary of Navy, which was sent to the President with a strongly worded letter. As I recall, the House Select Committee spent a considerable amount of time interviewing members of the Army and Navy, and many attempts were made by the House Select Committee to get the Army and Navy to make certain statements which apparently had political implications, which were aired by Congressman Cox in the press and all the trade publications.

I, for one, am personally of the opinion that in the interest of public service, convenience, and necessity, and in the interest of this Democracy, that radio functions should remain under the jurisdiction of one agency, the FCC. There isn't any reason why this agency cannot perform its duties in the best interest of the war effort in cooperation with the Army and Navy as well as any and all other agencies are doing, and I am confident there are many others who share the same opinion.

I have tried for months, and consistently, to get your House Select Committee to permit me to appear and allow me to testify as to our experience with the FCC and as to what the FCC has done for the several hundred small and independent radio station operators in the U. S. Chairman Cox and Mr. Garey, however, saw fit not to permit me to appear.

Radio is my business, and we look toward the Federal Government agency that necessarily must exist to guide and direct the licensing of our broadcast stations in the U. S. The listening public and the voters should not permit you, or any other Congressman, to use this branch of the Government as a political football, which you are doing, and I intend not to permit it if I can contribute anything toward that cause.

I object to your speech to Congress, placing in the *Congressional Record* a statement embodying comments which I have made and the contact of a friend of mine in your state as a means of hurling another blow at the FCC and call it "intimidation of our good Congressmen representing 'we the people.'" We have the right, I believe, to contact our Congressmen and tell them how we feel and how we would like them to vote and represent us in Congress, as that's what we send you there for. Therefore, you are not being intimidated. The FCC did not solicit political support and did not solicit my intervention or contact with you and never has requested any such support. I want this in the *Congressional Record* so that every Congressman will know it.

I would be an ingrate, to say the least, if I ignored the calumny heaped upon the already much-maligned Mr. Fly in return for the inestimable service he has rendered hundreds of small independent radio stations. I may not agree with everything Mr. Fly has done, but an honest investigation of his record will reveal, not a dictator seeking to control broadcasting, but a gentleman anxious that justice be meted out to the small, as well as the large, radio stations. Therefore, I respectfully request that this letter be given consideration before Congress to erase the black mark created by your misinterpretation of my request of Mr. Jewett.

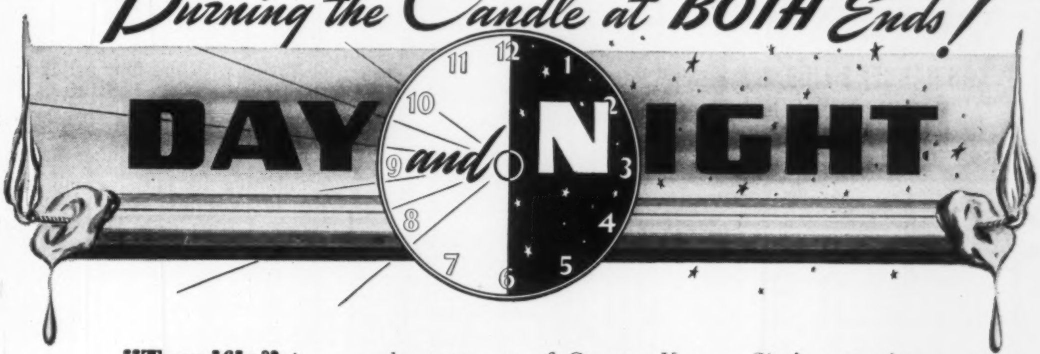
—JOHN W. BOLER, *President*
North Central Broadcasting System Inc.

Lt. Jerome K. Bowers

SECOND Lt. Jerome K. Bowers, former announcer of WMSL Decatur, Ala., has ben killed in action in the European theatre, the War Dept. announced last week. Lt. Bowers, whose home was in Birminham, became staff announcer of WMSL Dec. 22, 1941. He enlisted in the Army Air Corps Jan. 5, 1942. He was the son of Wililam J. Bowers, Birmingham.

THE 1945 annual convention of the Canadian Association of Broadcasters has been set for Quebec City, Feb. 12-14. Hotel accommodations at Montreal, where the next convention was planned, do not allow for a convention under one roof, so that the CAB has decided to go back to Quebec where they recently held their 1944 meeting.

Burning the Candle at BOTH Ends!



"Terrific" is an understatement of Greater Kansas City's reception of the 'round the clock service offered by KCKN since January 1st.

The phone calls and postcards from Greater Kansas Citians, plus letters from far away U. S. points and Canada (a neat bonus for KCKN night-owl advertisers) have convinced us beyond *any* doubt that KCKN's 12 midnight to 6 A. M. schedule reaches and sells a hefty chunk of Greater Kansas City's in-the-money, eager-to-buy, responsive market.

Value wise time-buyers are fast "discovering" KCKN—discovering the loyalty of its audience, the potency of its program format, the dollars-and-cents results that KCKN gets for its advertisers.

Better phone or wire your nearest Capper office—TODAY, before the better availabilities are gone. You'll be glad you did.

KCKN
Kansas City

The Voice of Greater Kansas City

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KCKN, KANSAS CITY WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN

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New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—if the network they are on cannot furnish coverage here

WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET

THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

The TEXAS RANGERS now

Selling Department Store on WCSC Charleston, S. C.

. . . also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

In Canada for WAVES

TO EXCHANGE radio ideas with the Canadian Wrens so that there may be further cooperation between the Allied Services, Lt. Hazel Kenyon Markel, director of national network radio relations for the WAVES, is now in Canada, by invitation of the Dept. of National Defense Naval Service. Lt. Markel is serving with the WAVES while on leave as education director of KIRO, Seattle CBS station. Before going to KIRO, she was director of education of the Portland schools, and also manager of KBPS Portland, where she was known as Hazel Kenyon.

Hollender to London

AL HOLLENDER, of the Overseas Branch of OWI, is leaving for London where he will serve in the radio division of the Psychological Warfare Branch, Allied Force Headquarters. His post in New York as assistant chief of the Radio Program Bureau, in charge of the radio outpost division, goes to Robert Newman. Mr. Hollender was formerly assistant to the president of WIND-WJJD Chicago. Mr. Newman has been editor of the outpost radio division. Before joining the OWI he did freelance scripting.

WARTIME development of new and ingenious products, in increasing quantities, has required Sylvania Electric Products' radio division home plant in Emporium, Pa., to add a two-story brick addition.

Your NEW YORK FASHION Letter

A LONG COMPANY "MARKET TESTED" RADIO FEATURE

Appeals TO THE WOMEN AUDIENCE

The only daily syndicated womens fashion release exclusively for radio. The W. E. Long Co. will put EVELYN DAY'S NEW YORK FASHION LETTER on your station on sustaining basis at no cost to you.

Write Now for Details!

THE W. E. LONG CO.
155 North Clark Street
CHICAGO 1, ILLINOIS

NAB TESTS SHORTCUT TRAINING

Graduates Dozen Women in 12 Weeks Course For Jobs as Studio Operators

RECENT GRADUATES of the studio control training course held at various studios in New York as a joint effort of the NAB and the four networks and conducted by the RCA Institutes are (front row, l to r): Mrs. Zonia Andreyev, Alice Wolfson, Barbara Steinschneider, Ruth Broderick, and Christine Wolhorn. Second row: Helen Herbetz, Esther Lewis, Anna Byers, Hilda Reigl, Mrs. Patricia Dewell, Mrs. Helen Donaldson and Mrs. Virginia Doane. Broadcasters interested in the employment of these women should communicate with NAB.

TO DEMONSTRATE that women without technical experience can be trained quickly for wartime jobs as studio operators, the NAB, in cooperation with the four major networks and RCA Institutes, has graduated an experimental class of 12 students in a 12-weeks course conducted during evening hours.

Selecting its initial group from the 70 most promising applicants screened from more than a thousand inquiries received in a recruiting campaign in New York, all of the original class was found to possess the natural aptitudes required and "show promise of developing into capable studio operators after experience is gained working on the jobs they are now seeking", according to Howard S. Frazier, NAB director of engineering.

Personal qualifications largely governed the selection of candidates for training, as evidenced by the following from the screening bulletin sent to initial applicants:

> She is alert, ambitious and possesses more than average intelligence. She may have a college education but this is not essential. . . . She is resourceful, thinks quickly and has the natural aptitude necessary to coordinate eye, ear, mind and hand. . . . The women we are looking for may not drive a car, but if she does, her driving is better than average She is not too young to realize the obligation of assuming responsibility nor is she too old to learn quickly and with minimum effort. . . . She is never late for work and she is never absent without good reason and after having made previous arrangements. . . . We are looking for unusual women.

Selection of candidates for training was made by Mr. Frazier and John Cose, assistant superintendent of RCA Institutes. Networks contributed their studios and provided control men who served as lecturers. In addition to actual operating experience given at the control consoles, courses included basic principles of acoustics, care and use of microphones, purpose and functions of studio control equipment, various types of program material, use of volume indicator, mixing and fading, operating procedure, remote pickup operation, instantaneous lacquer recording, and operation of low-powered transmitters.

All of the students are securing restricted permits and many are now available for immediate placement with stations. NAB has cataloged the regional employment preferences of the graduates for broadcasters interested. Full particulars on graduates available or the NAB training techniques may be obtained from the NAB Engineering Dept., 1760 N Street, n.w., Washington 6, D. C.

Way Quits OWI Post

RESIGNATION of William B. Way, general manager of KVOO Tulsa, as OWI regional consultant for Oklahoma and Kansas was announced last week by John D. Hymes, deputy chief of the Domestic Radio Bureau. Robert D. Enoch, general manager of KTOK Oklahoma City, has been appointed to the position. Mr. Way held the OWI post for a year-and-a-half and resigned because of pressure of other business.

CHATTANOOGA

IN THE HEART OF TVA

POWER EMPIRE

WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

Army's Lip Mike Debut On CBS 'Vox-Pop' Series

"LITTLE SCHICKELGRUBER", the Army's T-45 "lip" microphone went on the air publicly for the first time Monday, March 13, on the CBS *Vox-Pop* program. Workers of the Electric Boat Co.'s submarine building plant at Groton, Conn., wearing the mikes on their upper lips—it weighs less than two ounces—were interviewed by Parks Johnson, while Warren Hull and workers at ELCO's PT boat plant at Bayonne, N. J. completed the two-point hook-up.

Developed by the Electro-Voice Mfg. Co. of South Bend, Ind., collaborating with the New Jersey Signal Corps unit, the mike is an effective device for speech transmission which could override the tremendous noise of the battle field. Post-war possibilities include its use for clear communication from unusually noisy areas, such as subways, fight arenas, stadiums, etc.

MBS Adds Three

MBS has announced that it is not renewing its affiliation contract with KGHI Little Rock. All Mutual service will be discontinued at the close of business Sat., April 15. Station is also serviced by the Blue, and will presumably become a full-time Blue outlet on that date, although the Blue last week had no comment to make. Mutual has already announced that it will not renew its contract with WGAC Augusta, Ga., another Blue-Mutual station, when the contract expires June 13. Mutual added WKEU Griffith, Ga., March 15 and WDLP Panama City, Fla., March 19. KVRS Rock Springs, Ariz., joins the network April 1, bringing the total of MBS affiliates to 222.

Underwood a V-P

CECIL UNDERWOOD, Hollywood manager and producer of Needham, Louis & Brorby on the NBC *Fibber McGee & Molly* and *Great Gildersleeve* programs, has been made vice-president. Currently conferring in Chicago with agency executives on summer replacements for the former show, Mr. Underwood has been with that agency seven years. Maurice Needham, agency president, was in Hollywood in early March to notify Mr. Underwood of his elevation.

Network Accounts

All time Eastern Wartime unless indicated

New Business

WESTINGHOUSE Electric & Mfg. Co., Pittsburgh (institutional), on March 13 started a musical program on 165 Blue stations, Mon., Wed., Fri., 10:15-10:30 p.m. Agency: McCann-Erickson, N. Y.

WILCO Co., Los Angeles (Biff, Clearex), on April 4 starts for 13 weeks *Hollywood Commentary* on 14 Blue Pacific stations, Tues., Thurs., 10:55-11 a.m. (PWT). Agency: Elwood J. Robinson Adv., Los Angeles.

NOXZEMA CHEMICAL Co., Baltimore, Md. (Noxzema), on Mar. 11 started for 52 weeks *Mayor of the Town* on 134 CBS stations, Sat. 7-7:30 p.m., with West Coast repeat, Sat. 7:15-7:45 p.m. (PWT). Agency: Ruthrauff & Ryan Inc., New York.

ENGLANDER BED Co., Brooklyn, (institutional) on Mar. 17 started for 13 weeks *We Who Dream* on 36 CBS stations, Fri. 7:15-7:30 p.m. Agency: Biow Co., New York.

McKESSON & ROBBINS Inc., Bridgeport (Bexel, Calox, Yodora), on March 23 starts Joe E. Brown's *Stop and Go* on 164 Blue stations, Thurs., 10:30-11 p.m. Agency: J. D. Tarcher & Co., N. Y.

LIBBY, McNEILL & LIBBY, Chicago (Libby's 100 Foods, Baby Foods), on April 17 starts *My True Story* on 168 Blue stations, Mon. thru Fri., 10:15-10:40 a.m. Agency: J. Walter Thompson Co., Chicago.

Renewal Accounts

LEVER BROS., Cambridge (Swan soap), on April 4 renews for 52 weeks *Burns & Allen* on 129 CBS stations, Tues., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap, Oxydol), on April 3 renews for 52 weeks *I Love a Mystery* on 73 CBS stations, Mon. thru Fri., 7-7:15 p.m. (Rebroadcast 11 p.m.) Agency: Compton Adv., N. Y.

PABST SALES Co., Chicago (Pabst Blue Ribbon beer), on March 25 renews for 52 weeks *Blue Ribbon Town* on 112 CBS stations, Sat., 8-8:30 p.m. (Rebroadcast 10:15 p.m.) Agency: Warwick & Legler, N. Y.

SCHENLEY IMPORT Corp., New York (Cresta Blanca wine), on April 12 renews for 52 weeks *Cresta Blanca Carnival* on 71 CBS stations, Wed., 10:30-11 p.m. Agency: William H. Weintraub & Co., N. Y.

ESQUIRE Inc., Chicago (*Coronet*), on March 20 renews for 52 weeks *Coronet Program*, at the same time adding 61 Blue stations, making a total of 131 Blue stations, Mon. thru Sat., 9:55-10 p.m. Agency: Schwimmer & Scott Adv., Chicago.

SERVEL INC., New York (institutional) on April 1 renews for 52 weeks *Fashions in Rations* at the same time adding 44 CBS stations, making a total of 121 CBS stations, Sat., 11:30 a.m. - 12 noon. Agency: BBDO, N. Y.

LEVER BROS., Cambridge, Mass. (Swan soap), on April 3 renews for 52 weeks *Bright Horizon* at the same time adding 73 CBS stations, Mon. thru Fri., 11:30-11:45 a.m. (Repeat 3:30 p.m.) Agency: Young & Rubicam, N. Y.

KELLEY DOUGLAS Ltd., Vancouver (Nabob coffee) has renewed *Nabob Coffee Time* from March 13 to June 9 on CFCF CKCO and CFRB, Mon. thru Fri. 8:15-8:30 a.m. Agency is Cockfield Brown & Co., Montreal.

Net Changes

H. J. HEINZ Co., Pittsburgh (soups), on April 3 shifts *Information Please* on 133 NBC stations from Monday 10:30-11 p.m. to Mon., 9:30-10 p.m. on 133 NBC stations. Agency: Maxon Inc., N. Y.

VICK CHEMICAL Co., New York (Vitamins Plus), on March 27 discontinues *Dr. I. Q.* on 129 NBC stations Mon., 9:30-10 p.m. Agency: Grant Adv., N. Y.

GUM LABS., Clifton Heights, Pa. (Ivoryne Peroxide chewing gum), on Mar. 18 added 85 Blue stations to *Hello Sweetheart*, making a total of 123 Blue stations, Sat., 5:45-6 p.m. Agency: McJunkin Adv., Chicago.

CAMPANA SALES Co., Batavia (Dreskin, Balm, Coolies), on March 8 shifted *First Nighter* from Sun. 6-6:30 p.m. to Wed. 9:30-10 p.m. at the same time adding 94 MBS stations, making a total of 218 MBS stations. Agency: Aubrey, Monroe, Wallace Inc., Chicago.

TEXAS Co., New York (Texaco) extends *Metropolitan Opera* for four additional weeks on 240 Blue stations, Sat., 2-5 p.m. Agency: Buchanan & Co., New York.

DELAWARE LACKAWANNA & Western Coal Co., New York (Blue Coal), on April 16 discontinues *The Shadow* on 22 MBS stations 6:30-7 p.m. Agency: Ruthrauff & Ryan, N. Y.

PLANTERS NUT & CHOCOLATE Co., San Francisco (Planters nuts, peanut oil), on Mar. 29 adds to Louis P Lochner—commentator, on 21 NBC Western stations, Fri., Sat., 5:45-6 p.m. (PWT), 8 NBC Pacific stations, Wed., Thurs., 5:45-6 p.m. (PWT). Agency: Erwin, Wasey & Co., San Francisco.

RCA VICTOR, Montreal (recordings) has extended *Voice of Victor* from April 6 to April 27 on 32 Canadian stations, Thurs. 8-8:30 p.m. Agency is Spitzer & Mills, Montreal.

KELLOGG Co., Battle Creek, Mich. (All Bran), on April 3 adds for 52 weeks 206 MBS stations to *Jack Berch and the Three Suns*, making a total of 220 MBS stations, Mon. thru Fri., 1:15-1:30 p.m. Agency: Kenyon & Eckhardt, N. Y.

B. F. GOODRICH Co., Akron (institutional), on March 10 discontinued rebroadcasts of *Meaning of the News* on 12 CBS stations, Mon., Wed., and Thurs., 11:55-12 midnight, Tues., 12:25-12:30 a.m. and Fri., 12:55-1 a.m., and adds these stations to *Meaning of the News* Mon. thru Fri. 6:55-7 p.m., making a total of 124 CBS stations.

WAKR
TOWERS OVER AKRON
Basic Blue Network
5000 WATTS · DAY & NIGHT
WEED & CO., National Representatives

WBAL
means business
in Baltimore

Edward Petry & Co., National Representative

LOOKING FOR ACTION??
. . . then you're looking for—
WHIT
New Bern, North Carolina
. . . COVERING NOT 1 . . . NOT 2,
—BUT 3 (THREE) OF THE WORLD'S MIGHTIEST MILITARY BASES!
If you're looking for action, contact
THE COASTAL BROADCASTING COMPANY, INC.
NEW BERN, NORTH CAROLINA
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BRITISH COLUMBIA
LAND OF OPPORTUNITY

First With
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Business Too

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NOW MORE THAN EVER 1ST

"THE WORLD'S
BEST COVERAGE
U.P.
OF THE WORLD'S
BIGGEST NEWS"

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
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NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

Covers Atlanta at LOWEST Cost!
WATL
ATLANTA
MBS 1400 KC
SPOT
Represented by SALES

Chances Fade for Legislation

(*Continued from page 9*)

ed upon by Chairman Wheeler, who repeatedly has criticized failure of stations and networks to provide equal time and facilities to answer Administration spokesmen, was encountered by the Legislative Committee almost everywhere. Much agitation over the broadcasts of such commentators as Winchell and Pearson has focused attention on a guaranteed "fairness" provision, with Sen. Wheeler insistently demanding that the same time and facilities be given the respondent in all such cases of personal attacks, or where "vilification" is alledgedly involved.

Members of the legislative committee last met with Chairman Wheeler on Monday, March 13, at which time the NAB's proposed changes were advanced. President-elect J. Harold Ryan also met with the Committee. The members, all of whom were present, are James D. Shouse, WLW-WSAI Cincinnati; Clair R. McCollough, WGAL Lancaster; Joseph H. Ream, CBS New York; Frank M. Russell, NBC Washington; James W. Woodruff Jr., WRBL Columbus, Ga.; G. Richard Shafto, WIS Columbia, S. C.; Nathan Lord, WAVE Louisville; Ed Slocum, KGHL Billings, Mont.; J. Leonard Reinsch, WSB Atlanta.

Air NAB Study

Chairman Elias and Mr. Reinsch remained in Washington to work with the NAB war activities director, Robert T. Bartley, and special legislative counsel, Karl A. Smith, on the revisions to the Wheeler draft. Mr. Elias conferred several times with Sen. Wheeler and Mr. Craney and afterward submitted to Sen. White the proposed NAB revisions.

Mr. Reinsch was to be in Washington this week as legislative committee representative, pending the formal assumption of executive duties at the NAB by Mr. Ryan, who expects to take over April 15.

In a nutshell, the view was that some sort of bill would be drafted soon and submitted to the full Committee, several members of which followed the hearings on new legislation avidly and who, from the questions they asked, appeared to favor a revised law or a series of amendments which would spell out the precise functions of the FCC and prevent arrogation of authority not implicit in the act. Moreover, the preponderant Committee opinion appeared to be that something should be done to prevent the FCC from gradually assuming control of "the composition of that traffic" as expressed in the so-called Frankfurter opinion of the Supreme Court of May 10, 1943.

While Chairman Wheeler has refrained from public comment, he is represented as feeling that the views of both sides should be reconciled in legislation. On several occasions he has indicated that he despaired of getting any unanimity of view on legislation at this session and might be disposed to throw the whole proposition overboard.

Nevertheless, at this writing, he appeared to be following through on a revised legislative draft, and indications were that he would confer with Sen. White about changes, with the hope of getting a substantial agreement before the Committee is called together in executive session.

The preponderant view of those familiar with the terms of the original tentative draft was that it would be better to have no legislation at all than a bill of that sort. But they had in mind the legislative processes ahead and the intense interest expressed in the House on new legislation stemming both from hearings held two years ago on the Sanders bill and the Select Committee inquiry into the FCC.

Aside from legislative suggestions sent to Chairman Wheeler by the NAB Committee, the FCC and the major networks also are understood to have advanced suggestions. One of the last proposals received was from Louis G. Caldwell, as counsel for the Clear Channel Broadcasting Service,, representing I-A stations, sharply opposed to the 50,000 w limitation on standard broadcast facilities (FM would not be included) and proposing other changes in the measure. Mr. Caldwell, who was invited to appear for the clear channel group during the hearings but did not, asked for and was given a copy of the Wheeler preliminary draft, following which he submitted the overall recommendations.

WTAG Search

WTAG WORCESTER, with the cooperation of the local Red Cross chapter, initiated a broadcast urging all listeners to "turn detective" to aid in locating missing persons for whom the Red Cross had been searching. Letters from relatives in conquered countries received by the Foreign Inquiry Service of the Worcester Red Cross, served as clues to the whereabouts of the missing. Results were very successful with several persons located, and one still being sought in other states, three located through churches, and only one termed a totally uncompleted connection.

Navy Unification Plan Announced

International Communication Firms to Be Consolidated

FORMULATION of a comprehensive plan by the Navy Dept. providing for legislative unification of all American international communication enterprises into one privately owned and organized company was reported last week by reliable sources.

The proposal seeks a merger of radiotelegraph, cable and telephone facilities and is understood to be based on the Navy Dept. position that only complete unification can result in maximum utilization of the equipment and frequencies used in record and non-record radiocommunications. Anything less, it is felt, would retain the present competitive situation in the prevailing system of American international telecommunications.

Recent Advances

The plan is believed to take into account the tremendous advances in radio and electronics in recent years and the probability of frequency shortages after the war as the result of increased demands to be expected from international aviation expansion.

The Navy Dept. merger plan would be confined to foreign communications only and would be completely separated from manufacturing enterprises in the United States or abroad, it is reported, although the corporation would engage in research necessary for its operations.

No provision or necessity for Government ownership, financial participation or control is included in the proposal but representatives from departments most interested in communications would serve on the board of directors to advise on policies affecting the national interest or on an advisory council.

The FCC would be confined to regulatory activities over rates and practices, under the reported plan.

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC
AFFILIATED WITH
MUTUAL BROADCASTING SYSTEM

Jansky & Bailey, Maj. Armstrong Seek Model FM Outlet for Washington, D. C.

A MODEL high-power commercial FM station to serve the nation's capital, as well as to carry on experimentation, is sought in an application filed with the FCC last Friday by three of the best-known names in FM—Maj. Edwin H. Armstrong, FM inventor; C. M. Jansky Jr., and Stuart L. Bailey, members of the Washington consulting engineering firm of Jansky & Bailey. The station, to be constructed at a cost of approximately $150,000, would be a Class "D" outlet designed to serve a 20,000 square-mile area, with Washington as the basic metropolitan area. The frequency sought is 43,900 kc.

Jansky & Bailey constructed Washington's first experimental FM station, now in operation. The proposed site of the new station is near Olney, Md., about 20 miles from Washington. The station would use an REL 50,000 w transmitter, a General Electric 420-foot antenna, and Western Electric speech input equipment.

Similar to Alpine

The applicant is FM Development Foundation, with Maj. Armstrong as 50% owner and Jansky & Bailey holding the other 50%. The equipment would be substantially a duplicate of Maj. Armstrong's original FM station now operating at Alpine, N. J., with the call WFMN. The Foundation, it was explained, was organized to carry on research and foster the development of the FM broadcasting art, which, Dr. Armstrong said, "is now clearly evident will revolutionize the broadcasting industry."

"The removal of the FCC's ban on newspaper ownership of stations and the gradual realization by various educational groups and institutions of the possibilities opened up by this new method of broadcasting has produced a flood of applications for licenses that are beyond the resources of the short-handed Washington engineering firms to handle," said the Foundation's statement. "With the granting of these applications and the construction of hundreds or even thousands of FM stations, many new problems of allocation and operation will arise.

"It is the purpose of the Foundation to carry out the necessary experimentation to solve any operational problems that may arise and to do so at a location which will be alike convenient to the Jansky & Bailey Laboratories that will supervise the tests, and capable of demonstrating by its service over the capital area the full possibilites of the FM system."

Plans were formulated prior to Pearl Harbor, said the statement, and their fulfillment will depend upon favorable action by the Commission and the termination of hostilities. An estimated period of six to nine months will be required to construct the station. Legal aspects of the application were handled by the Washington law firm of Dow, Lohnes and Albertson.

SENATORS DISCUSS SPEECH FREEDOM

MONTANA'S two Senators, Burton K. Wheeler and James E. Murray (both Democrats and both of Butte) will air their views this week on radio news commentators and freedom of speech on Richard Eaton's program (9:15-9:30) p.m. on WWDC Washington, WMCA New York, WDAS Philadelphia and WITH Baltimore.

Mr. Eaton has propounded six questions which he will ask the Senators to answer. They are: 1—Do you believe that there is sufficient freedom of speech in time of war? 2—Do you believe that a radio commentator, unlike the editorial writer of a newspaper, should not express his opinions on the air? 3—Do you believe that the right of reply should exist on the air and in edtorial columns of newspapers alike? 4—There have been some complaints by labor that it has not had a fair chance to be heard on the air. Do you care to comment on that? 5—How do you feel about reproducing sessions of Congress on the air? 6—Senators Thomas and Austin have proposed a plan for agreement on a unified war program, both for war and postwar periods. Do you believe that the OWI should be permitted to develop this plan?

Sen. Murray will broadcast his views on those questions Tuesday night and Sen. Wheeler, chairman of the Senate Interstate Commerce Committee and co-author of the White-Wheeler Bill (S-814) will be heard Thursday night. Sen. Wheeler has openly expressed himself in favor of the right to reply to commentators who "attack" individuals.

ARMY-NAVY production award will be presented to Allen B. Dumont Laboratories, Passaic, N. J., March 21. Ceremonies will be held in the Central Theatre in Passaic.

Consultant Office Is Opened by Mills

To Specialize in Commercial Uses of Copyrighted Works

Mr. Mills

EDWIN CLAUDE MILLS, for many years general manager of ASCAP and more recently executive director of Songwriters Protective Assn., has opened offices at 630 Fifth Ave., New York, as a consultant on the commerical uses of copyrighted musical works, especially in the fields of public performance, mechanical reproduction, electrical transcription, television and synchronization rights.

His services will be available to a limited number of clients with non-conflicting interests, he said, explaining that he would not currently represent a music licensing organization and an association of its licensees, for example, although at different times he may work for both buyers and sellers of musical rights.

Active Music Roll

Joining ASCAP in 1919, when the organization was just getting under way, Mr. Mills played an active role in the licensing of music to radio from the beginning and he was instrumental in drafting both the 1932 and 1935 contracts between ASCAP and the broadcasters. For a three-year interlude in his association with ASCAP, between 1929 and 1932, he was president of Radio Music Co., and NBC subsidiary. In 1940, when he was chairman of the ASCAP administrative committee, he and the ASCAP board did not agree on the handling of the Society's negotiations with broadcasters, which resulted in a rupture of radio-ASCAP relations.

Following the ASCAP acceptance of a Government consent decree and its subsequent reorganization, Mr. Mills resigned from ASCAP in the summer of 1941, joining SPA as executive director. After 18 months in this post, he resigned this year [BROADCASTING, Jan. 17] when it became apparent that his plans for a reorganization of SPA would have to be held up until after the close of the war.

Brewery Plans

ATLANTIC BREWING Co. Chicago (Tavern Pale beer), has named Campbell-Mithun, Chicago, to handle its advertising. Plans have not been announced for a future enlarged radio campaign.

SIX more stations have signed with Press Assn. for the special AP radio news wire, it was announced last week. They are: KOCA Kilgore, Tex.; KGKB Tyler, Tex.; WDSM Superior, Wis.; KUSD Vermillion, S. D.; WDNC Durham, N. C.; WCAL Northfield, Minn.

Down South It's
WLAC
NASHVILLE, TENN.
★
50,000 WATTS
THE INDUSTRIAL GATEWAY
TO THE
RICH TENNESSEE VALLEY
★
NATIONAL REPRESENTATIVES
PAUL H. RAYMER

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA
5000 Watts Day
1000 Watts Night
950 kc.
CBS
Spartanburg, S. C.
Represented by Hollingbery

WFMJ
YOUNGSTOWN, OHIO
28TH U. S. METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
ASK HEADLEY-REED
New York - Chicago - Detroit
Atlanta - San Francisco

GENNETT • SPEEDY-Q
Sound Effect Records
LARGEST LIBRARY IN THE WORLD
All $2.00 Each
INCLUDING LATEST ACTUAL WARFARE EFFECTS
IMMEDIATE DELIVERIES
Order From Nearest Office
CHARLES MICHELSON
New York, N. Y.
67 W. 44th St.
STARR PIANO CO.
Richmond, Ind.
So. 1st and B Sts.
STARR PIANO CO.
Los Angeles, Cal.
1344 So. Flower St

WFBG
ALTOONA, PA.
Complete Coverage
NBC affiliate and BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives

"It's a WIZE advertizer who uses the Springfield, Ohio Market."

An inquiry will prove it.

WIZE *Springfield Ohio...*

WEED & CO... *National Representatives*

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

AP

WCOL, Columbus, Ohio

. . . I am impressed with value of your Telescripts . . . our salesmen sold three of these programs even before AP service started.

Kenneth B. Johnston
President and Manager

available through

PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York N. Y.

★ ★ ★ ★

WSYR

The Only NBC Station Covering Central New York

—including over 40% of farms in the state.

★ 5000 Watts at 570 Kc
★ Syracuse, N. Y.
Represented by Raymer

WMCA Policy on Controversial Issues Promotes Discussions, Straus Asserts

THE NEW policy of WMCA New York making commercial as well as sustaining time available for the discussion of controversial issues [BROADCASTING, Feb. 28] "does not abridge any right to free time enjoyed by an organization under the NAB code" but "affords an appeal from the otherwise unappealable judgment of a station manager as to what should or should not be heard on the air," Nathan Straus, WMCA president, declared last week in a letter to J. Harold Ryan, president-elect of the NAB.

Everyone Included

Replying to a notice from Willard Egolf, assistant to the NAB president, that the industry association "feels some concern over the announcement of the WMCA policy" [BROADCASTING, March 6], Mr. Straus describes as "specious" Mr. Egolf's argument that this policy "places money in the balance against the manager's judgment in deciding the weight of a controversial issue." Expressing "deep resentment" against the implication that "our policy is intended to increase the station revenue by allowing improper or unworthy programs to be heard," Mr. Straus pointed out that the WMCA code "does not vary in principle" from the NAB ruling on controversial issues but expands this principle to increase the opportunity for public discussion.

The NAB letter termed the right of "freedom to listen" as the "foundation of the code" and denied that there is anything in the WMCA policy by which the proponent of one side of a controversial issue can obtain time on the air more readily than under the NAB code. "As a matter of fact," the NAB declared, "your policy provides a means whereby he may be kept off the air altogether, conclusively and effectively. His opponent, by your own statement, need only say that he is unable or unwilling to spend the money for a reply.

"Under the code of the NAB a station manager may schedule a broadcast on a controversial issue if he deems it in the public interest. If no one on the opposing side chooses to make a reply, both sides are held to have had their 'day in court'. Thus, at least, station management is vindicated in the exercise of unbiased judgment in the public interest."

The argument that the WMCA policy might keep an organization off the air if its opponent were not willing to buy time is "presumptuous", Mr. Straus replied. "No one, who under the NAB code could be heard, would be denied a hearing under our code," he averred, "but many, who under the NAB code would be unable to obtain time on the air, may under our code be able to present their views if the opposing groups interested in the discusson are ready to present their pleas at their own expense.

"In our belief the problem is whether the decision of a single individual, the station manager, shall be permitted to foreclose public discussion of an issue by radio on the ground that he personally deems the matter of insufficient public importance to grant it free time, even though a representative community group insists that it should have a right to present its views.

"Whatever may have been the original intent of such a policy, its effect has been to bar discussion of important topics and the dissemination of interesting views by responsible groups. The evidence is overwhelming that the policy of the NAB does not accord that 'freedom of the air' which must be the continuing concern of those of us intrusted with a Federal license to operate a broadcasting station.

"When a station manager's judgment is in conflict with a responsible organization over what constitutes 'public interest' in controversial issues, that organization should, in our belief, have the right to obtain radio time through means other than gratuities."

Studio Notes

DR. ARTHUR J. MAY, U. of Rochester history professor, is featured in a new news-analysis program presented by the university's War Information Center in cooperation with WHAM Rochester, N. Y.

AMERICAN Communications Assoc., Broadcast Local No. 1, representing the announcers and engineers union in Philadelphia, in co-operation with the Philadelphia Board of Education and all of the Philadelphia radio stations, has started a second class of instruction to develop engineers and technicians for replacements at the local stations.

WTCN Minneapolis-St. Paul on March 8 was host to 46 teen-age girls representing the pilgrimage tour of the Minnesota D. A. R. The guests appeared on a special broadcast with Ann Ginn, state radio chairman of the D. A. R.

EIGHTH American Exhibition of Educational Radio Programs, sponsored by the Institute for Education by Radio at Ohio State University, Columbus, Ohio, on May 5-8, will feature certain WBBM Chicago programs.

RKO Radio Pictures, New York, has released a short film feature dramatizing the activities of the typical war correspondents, and dedicated to 320 war correspondents, including 16 who have lost their lives in action. It shows how the news is gathered and transmitted by short-wave radio, picked up at listening posts and teletyped to newspapers and radio news rooms. Propaganda activities of the OWI Overseas Branch are also depicted.

PRODUCTION LINE at RCA's Lancaster, Pa., radio tube plant goes on inspection as Frank M. Folsom, recently named vice-president in charge of the RCA Victor Division, watches Anna Stank working on a punch press. Mr. Folsom was former chief of the Procurement Branch of the Navy.

Electronics Session

LABOR, management and military leaders who met at the Palmer House, Chicago, last week, heard Col. Warren J. Clear of the War Dept., one of the Army's experts on the Orient, discuss global combat problems with emphasis on supply and communications in the Pacific area. The meeting was the first Army-Navy Electronics War conference. Other speakers were Brig. Gen. Edgar L. Clewell, commanding general of Western Signal Depots; Lt. Melvin F. Lanphar, Navy incentive officer, for Chicago District and Army, Navy and Marine Corps combat veterans. Motion pictures and types of communications equipment were demonstrated.

THE FOUR VANCOUVER, B.C., stations (CBR CKMO CJOR CKWX) joined forces early this month to produce an hour broadcast for the Red Cross campaign. Local and internationally known artists participated in the program.

WSAI CINCINNATI coverage of the Cincinnati Reds spring training activities is being handled for the station by its sports reporter Dick Bray and *Cincinnati Enquirer* sports editor Lou Smith.

REACH *New Heights* IN THE MOUNTAIN STATE

CARRYING ALL CBS MAJOR PROGRAMS

KGVO
MISSOULA · MONTANA

Five Seek Video, 7 FM CP Permits

Standard Stations Sought in Dublin, Ga., Rochester

NEW applications received by Thursday of last week at the FCC request facilities for five new commercial television stations, seven new FM outlets, two standard stations and one non-commercial educational station. Applications for transfer also were filed by Upstate Broadcasting Corp., Saranac Lake, N. Y., licensee of WNBZ; KLCN Blytheville, Ark. and KIUL Garden City, Kans.

Upstate Broadcasting application asks consent for voluntary transfer of control of WNBZ from Carl F. Woese, sole owner, to WNBZ general manager, John F. Grimes. Sale of 250 shares common stock for $24,000 is involved. Mr. Woese, who is engaged in war work, states that he is no longer able to devote full attention to the station. Mr. Grimes is also writer for the *New York Times* and the *Syracuse Post Standard.*

Station Applicants

Homer A. Ellison requests in the KIUL application to sell his interest in the station to his partner, Frank D. Conrad, for "$18 and other considerations". Mr. Ellison is now in Government service. In the KLCN Blytheville, Ark. application, voluntary assignment of license is requested from Fred O. Grimwood, sole owner, to general manager Harold L. Sudbury for $15,865.12. Mr. Grimwood is now engaged in war work.

Applicants seeking new commercial television outlets are Havens & Martin, Richmond, Va. (licensee of WMBG), Channel 3, 3 kw aural, kw peak visual; Bamberger Broadcasting Service Inc., Washington, D. C.; Channel 4, Philadelphia, Channel 7; Louis Wasmer Inc., Spokane (KGA-KHQ licensee), Channel 1; Allen B. duMont Labs., Washington, D. C., which has applied for a construction permit for reinstatement of W3XWT with 2 kw aural, 4 kw peak visual, and special and A 5 emission.

The list of FM applicants includes: York Broadcasting Co., York, Pa. (WORK licensee), 45,100 kc, 1,550 sq. mi. coverage; Montgomery Broadcasting Co., Montgomery, Ala. (WSFA licensee), 43,500 kc, 17,299 sq. mi. coverage; Blue Network Inc. New York (licensee of WJZ), 47,900 kc, 8,950 sq. mi. coverage; Keystone Broadcasting Corp., Harrisburg, Pa. (WKBO licensee), 44,700 kc, 4,000 sq. mi. coverage; Louis G. Baltimore, Wilkes-Barre, Pa. (WBRE licensee), facilities not given; Nashville Radio Corp., Nashville, Tenn., 46,500 kc, 16,000 sq. mi. coverage; WIBM Jackson, Mich., 49,500 kc; Illinois Broadcasting Corp., Quincy, Ill. (WTAD licensee), 44,100 kc, 15,300 sq. mi. coverage.

New local standard station requests are: Rochester Broadcasting Co., Rochester, N. Y., 250 w unl. time on 1240 kc (facilities of WSAY when vacated); George T. Morris, Wilmer D. Lanier and J. Newton Thompson, d/b Dublin Broadcasting Co., Dublin, Ga., 250 w unl. time on 1340 kc. Evening Press Inc., Port Angeles, Wash., has petitioned for reinstatement of its application for 250 w unlimited time on 1450 kc. The noncommercial educational station is sought by the Board of Education of Atlanta. Facilities were not given.

INVASION COVERAGE is discussed by these key figures of Mutual's news division as they prepare plans for the big story. Left to right: John D. Whitmore, news division manager; Arthur Hale, conductor of *Confidentially Yours*; Royal Arch Gunnison, who recently returned after two years Japanese internment.

Chain Break Cut

BLUE STATIONS carrying the *Spotlight Bands* program will drop the usual one-minute chain-breaks preceding the show of March 25 to allow the popular music program to blend with the Boston Symphony, which precedes it on the network, creating virtually a solid hour-and-a-half of classical and then swing music. Only ten seconds will lapse between the two programs—just long enough for stations to give their individual call-letters. Occasion is a broadcast of the Coca-Cola program from the Milwaukee plant of Allis-Chalmers Mfg. Co., sponsor of the symphonic music program.

SPACE SALE TIPS GIVEN IN BOOKLET

"IT IS up to newspaper advertising salesmen to show retail stores that it is profitable to stick to the tried and proven medium—newspapers, in preference to experimenting and the more glamorous but more expensive medium—radio," according to a 32-page book of *Data for Retail Newspaper Salesmen*, published by the Retail Promotion Committee of the Newspaper Advertising Executives Assn.

Book is largely a report of information presented at the last NAEA meeting by the Retail Promotion Committee, which was organized in June 1943, following announcements of the Radio Retail Promotion Plan. H. H. MacLean, manager retail advertising division, Scripps-Howard Newspapers, is chairman of the committee.

Citing breakdowns of the manufacturer's dollar for 1927, when newspapers got 54.6%, magazines 44.2% and radio only 1.2%, and for 1942, when newspapers got 25.9%, magazines 31.3% and radio 42.8%, the book declares: "Radio's position in retail advertising today might be very appropriately compared with their position in national advertising about 16 years ago. . . . Radio may be a baby in the retail advertising field but getting tired of the baby act—and intends to do something about it."

After presenting statistics about radio's use by retailers, the book devotes most of its remaining space to material which newspaper salesmen can use to discourage the use of radio by their retail accounts.

Hooper Survey Booklet Explains Urban Ratings

DIFFERENCES in make-up and use of the new network urban cross-section ratings and U. S. urban cross-section (89 city) ratings to be issued by C. E. Hooper Inc. in April and the regular "network Hooper Ratings" are explained in a 12-page booklet now being distributed by the research organization.

Written by Dr. Matthew Chappell, technical consultant to Hooper, the book explains that the network rating, covering 32 cities in which all four nationwide networks have coverage, is qualitative, measuring the capacity of the network program to recruit listeners, and therefore must be "strictly comparable" for all sponsored network programs. The urban cross-section ratings are quantitative, measuring coverage, and therefore must reliably reflect all significant conditions influencing program coverage or network competition, which is not the same in all 89 cities.

Joe Lowe Spots

JOE LOWE CORP., New York, manufacturers of Creamsicle, Fudgsicle and Popsicle, starts a nationwide spot radio campaign for the latter product in the early spring. A 15-second jingle will be used. Station schedule is in preparation. Business is placed through Lowe's newly appointed agency Abbott Kimball Co., New York.

A GOOD TIP FROM A NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO
Latin American Broadcasting System
P. O. BOX 1324 MEXICO, D. F.

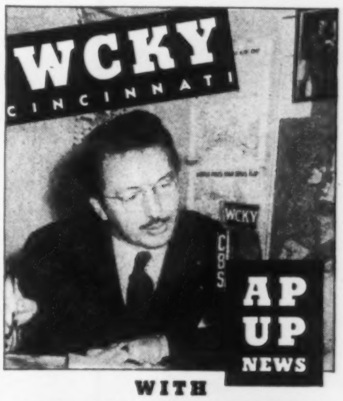
The OPEN DOOR
KROD
CBS
to the prosperous homes of the important
EL PASO TEXAS MARKET

Only KROD can take your message to ALL the El Paso Southwest.

DORRANCE RODERICK, Owner
VAL LAWRENCE, Manager

Howard H. Wilson Co.
National Representatives

WCKY CINCINNATI



AP UP NEWS
WITH
REX DAVIS
4 TIMES DAILY

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

630 KC.
KXOK
ST. LOUIS
BLUE NETWORK
5000 Watts Full Time
Represented by John BLAIR & CO.

in the
CONTROL
ROOM

LEE H. D. BAKER has been appointed vice-president in charge of Ma'or Appliances of the Admiral Corp., Chicago.

WILLIAM E. MANSFIELD and Robert W. Stetson have begun their 14th consecutive year as engineers of KMOX St. Louis.

OTIS WRIGHT has rejoined the engineering staff of WJNO West Palm Beach, Fla., replacing Tiny Baker.

GEORGE HUMPHREY, formerly with KICA Clovis, N. M., has joined the engineering staff of KDB Santa Barbara, Cal.

JACK EISMAN has returned to the engineering staff of KYW Philadelphia, having received a medical discharge from the Army.

ELWOOD D. HIATT Jr., formerly chief engineer of WHLD Niagara Falls, N. Y., is now a 1st lieutenant in the Signal Corps, serving in the South Pacific area.

WILBUR W. BLAIR, formerly an engineer with NBC Chicago's staff, has been appointed night traffic supervisor of the Blue Network central division.

PFC. WILLIAM HUNTER, formerly on the WPAT Patterson, N. J., engineering staff, is slated to become chief engineer for a local military radio station in the South Pacific.

SEYMOUR POLLACK, released from the Army, has joined the engineering staff of WOR New York. John G. Ryan has replaced Joseph Mahlin at the transmitter in Carteret, N. J.

WALTER SCHORR is a new member of the engineering staff of WSRR Stamford, Conn.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
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PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

ACCURACY
Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

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RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application
to Complete Installation
1469 Church Street N.W., Washington, D.C.

WOODWARD & KEEL
Consulting Radio Engineers
Earle Bldg. • District 4871
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MARCH 11 TO MARCH 17 INCLUSIVE

Decisions . . .

MARCH 15

WPDQ Jacksonville, Fla.—Granted acquisition control by L. D. Baggs through transfer 18 shares (60%) from Ernest D. Black, E. G. McKenzie and Mrs. Margaret Curtis for $180,325.75.

KCMO Kansas City, Mo.—Granted mod. CP for changes in ground system, conditions.

KALB Alexandria, La.—Granted petition reinstate and grant application for CP change transmitter site, install DA, change 1240 kc to 580 kc, increase 250 w to 1 kw. Conditions.

MARCH 16

Commodore Broadcasting Inc., Decatur, Ill.—Placed in pending file application CP new FM station.

Maryland Broadcasting Co., Baltimore—Same.

The Monumental Radio Co., Baltimore—Same.

Plaza Court Broadcasting Co., Oklahoma City—Same.

Southland Industries Inc., San Antonio, Tex.—Same.

Susquehana Broadcasting Co., York, Pa.—Same.

Telegraph Herald, Dubuque, Ia.—Same.

Westchester Broadcasting Corp., White Plains, N. Y.—Same.

Applications . . .

MARCH 13

Allen B. duMont Labs., Washington, D. C.—CP reinstatement W3XWT and request change transmitter site, 1000 w aural and visual to 2000 w aural and 4,000 w peak visual, change type transmitters, change emission from A3 and A5 to special and A5.

York Broadcasting Co., York, Pa.—CP new FM station, 45,100 kc, 1,550 sq. mi.

KIUL Garden City, Kan.—CP increase 100 w to 250 w, make changes in transmitting equipment. Vol. assgn. license from Homer A. Ellison and Frank D. Conard d/b Garden City Broadcasting Co., to Frank D. Conrad tr/as Radio Station KIUL.

KTAR Phoenix, Ariz.—Transfer control from Arizona Pub. Co. to John J. Louis.

Louis Wasmer, Inc., Spokane, Wash.—CP new commercial television station, Channel 1.

MARCH 14

Bamberger Broadcasting Service, Washington, D. C.—CP new television station, Channel 4.

Bamberger Broadcasting Service, Philadelphia—CP new television station, Channel 7.

KLCN Blytheville, Ark.—Vol. assgn. license to Harold L. Sudbury.

Blue Network Co., New York—Authority to transmit programs originating in Blue Network studios to stations licensed to A. J. Byington Jr., Brazil. Dismissed (Unnecessary).

MARCH 15

Havens & Martin Inc., Richmond, Va.—CP new commercial television station, Channel 3, 3 kw aural, 4 kw visual.

Board of Education of The City of Atlanta, Atlanta, Ga.—CP new non-commercial educational station.

Montgomery Broadcasting Co., Montgomery, Ala.—CP new FM station, 43,500 kc, 17,299 sq. mi.

Evening News Press Inc., Port Ange Wash.—CP new standard station, 1450 k 250 w, unlimited.

W8XCT Cincinnati—Mod. CP as mo fied, authorizing construction of new e perimental television station, for exte sion completion date to 10/28/44.

MARCH 16

Upstate Broadcasting Corp., Sara Lake, N. Y.—Vol. transfer control f Carl F. Woese to John F. Grimes (shares).

WIBM Inc., Jackson, Mich.—CP FM station, 49,500 kc.

Dublin Broadcasting Co., Dublin, G CP new standard station, 1340 kc, 250 unlimited.

WIND Gary, Ind.—Mod. license cha location main studio from Gary, Ind. Chicago, Ill.

Illinois Broadcasting Co., Quincy, Il CP new FM station, 44,100 kc, 15,300 mi.

KGHF Pueblo, Colo.—CP make cha in transmitting equipment, increase w to 500 w N 1 kw D. (Petition state.)

MARCH 17

WHOM Jersey City, N. J.—Special ice authorization to operate with main dio at 29 West 57th St., New York, period ending 8/31/44.

WABC-FM New York—CP make chang in antenna system.

Onondaga Radio Broadcasting Co Syracuse, N. Y.—CP new FM station 45, kc, 6,745 sq. mi.

WDSU New Orleans—License to use mer licensed 1 kw transmitter for aux ary purposes, amended to change name applicant to E. A. Stephens, Fred W and H. B. Wall d/b Stephens Broadcasti Co.

Western Radio Corp., Pasco, Wash. new standard station, 1340 kc, 250 w, limited.

Western Michigan College of Educat Kalamazoo, Mich.—CP new non-comme educational station, 42,500 kc, sp chission, 1 kw. Incomplete.

FCC Extends Sympathy

CHAIRMAN James Lawrence Fly of the FCC in letters to commissioners of the Interstate Commerce Commission and to Brig. Gen. C. D. Young, acting director of the Office of Defense Transportation, expressed his regret and those of his fellow commissioners, on the death March 15, of Joseph B. Eastman director of the ODT.

WESTERN ELECTRIC Co. directors met March 14 and declared a 50 cents per share dividend on its common stock payable March 31, to stock of record at the close of business on March 24.

ENGINEERS
PHYSICISTS
RADIO ENGINEERS
ELECTRONICS ENGINEERS
PHYSICISTS

A non-profit research laboratory engaged in urgent war research must increase its scientific staff. MEN OR WOMEN (COLLEGE GRADUATES), with experience in vacuum tube circuit design, construction of aircraft radio equipment and design of small electromechanical devices are needed.

Salaries range from $3,000 to $8,000, depending upon experience, ability, education and past earnings. Release statement and USES consent needed.

Apply By Mail
AIRBORNE INSTRUMENTS LABORATORY
COLUMBIA UNIVERSITY
DIVISION OF WAR RESEARCH
Box 231 Mineola, N. Y.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

PRODUCTION MANAGER—Southern 50 kilowatt station. Give full details. Permanent employment. Reply Box 40, BROADCASTING.

RANSMITTER ENGINEER—For Southern 50 kilowatt. Experience on 50 kilowatt not necessary. Good opportunity for advancement. Give all details in letter. Reply Box 39, BROADCASTING.

NNOUNCER WANTED — Experienced—Turntable technique—40 hour week—plus overtime—attractive pay. Write Gerald J. Morey, WNLC, New London, Connecticut.

adio Salesman—Man or woman, wide-awake city, unlimited possibilities. Salary and commission. A-1 references. Release required. Permanent. J. D. McCoy, station WAIM, Anderson, South Carolina.

anted—Announcer by progressive network affiliated station, draft deferred, prefer man with southern station experience, give full information as to experience and salary expected. WHMA, Anniston, Alabama.

TATION MANAGER—Must be versatile, able to handle commercial accounts, including writing continuity. Station is 250-watter located in Southeastern city, network affiliate. Please state all, including salary expectations. Present manager being drafted. Box 36, BROADCASTING.

NNOUNCER—Immediate opening for dependable announcer. Guaranteed minimum salary of $40 weekly. Send all details. Radio Station WLAG, LaGrange, Georgia.

wo Announcers—One musical production man, one dramatic show writer and headline barn dance personalities by leading midwest clear channel station. Good pay to draft exempt experienced people who can really deliver. Outline complete background, experience and salary expected. Box 32, BROADCASTING.

PERATOR—First or second class. Draft exempt. At station in nondefense farming area operating with best of equipment. Air mail references, photo, draft status, salary expectations. KTFI, Twin Falls, Idaho.

tudio Director Wanted—Build programs, handle news. $225 per month. Junior Announcer wanted. Deferred. $160 per month. Both positions permanent. Progressive station. Blue affiliate. Send complete details, ET. WTAW, College Station, Texas.

anted—Experienced announcer five years or more. Permanent position. Starting salary $300 per month and fees. Send picture, audition, disc, draft classification, full particulars with application. Intermountain Broadcasting Corp., Salt Lake City, Utah.

adio Engineers Wanted—Should have average announcing voice, any class license, for 250 watt station to open soon in New England. Need 3 men. State draft status. Police and amateur radio operators can be certified. Box 29, BROADCASTING.

hief Announcer—Wanted by progressive two Network North Carolina Station. Excellent opportunity for right person. Salary depends only on your qualifications. This position is permanent. Box 28, BROADCASTING.

est Texas Regional station has openings for two Transmitter Operators. Write KTSM, El Paso, Texas.

anted—Young announcer not afraid to work who is interested in advancement to Program Department. Must have some announcing experience and good references. No floaters. This job is permanent. Write Manager, WKST, New Castle, Pennsylvania.

ow assembling staff for new station. Want manager, salesman, engineer, announcer. Apply WROX, Clarksdale, Mississippi.

BS Affiliate—In beautiful New England University city needs experienced announcer. Prefer family man who is interested in permanent position at good salary. Unlimited opportunity to advance. Station is largest in area with no competition. City is non industrial so living expenses are moderate. If interested write Box 26, BROADCASTING, giving qualifications and draft status. An interview will be arranged.

nnouncer . . . Capable becoming program director . . . draft exempt. State experience, references, salary, first letter. NY local. Box 987, BROADCASTING.

Help Wanted (Cont'd)

Chief Engineer — Southern Blue-Mutual Station. Can provide living quarters and permanent connection for good man. Box 19, BROADCASTING.

ANNOUNCER — Progressive Southern NBC affiliate has opening for draft deferred man. Prefer experienced announcer from small southern station. Unusual opportunity. Permanent position. Give all details. Box 18, BROADCASTING. Replies confidential.

Wanted — Announcer-Operator first class draft deferred for 250 W Network Station in Florida. State salary and experience. Reply Box 14, BROADCASTING.

Are You Thinking Ahead? Existing Southern California station with plans already in the fire on FM and television will need program director, news editor, sponsor service manager, and what have you to offer? Tell us why you think you would qualify, together with expected starting salary. We might be interested in you right now if you want to start at a reasonable figure looking toward your future. Box 6, BROADCASTING.

Wanted—Operator, first class; draft deferred. Can work either forty or forty-eight hours a week. State salary wanted. Radio Station WSYB Rutland, Vermont.

ANNOUNCER-SALESMAN — Wanted — good opportunity for experienced, steady man—4F or discharged. Give full details, references. Good salary and commission. Southern Station. Box 998, BROADCASTING.

CHIEF ENGINEER—For 5 kw Station. Capable taking complete charge. Experienced in new construction, maintenance, recording, etc. Permanent position. Real present and post-war opportunity to proper person. Detail previous experience, age, draft status, references and salary expected. All replies confidential. Box 996, BROADCASTING.

Situations Wanted

RADIO EXECUTIVE CONTEMPLATES CHANGE. THOROUGHLY EXPERIENCED. SEVERAL YEARS WITH 50,000 WATT STATION. 36 YEARS OLD. BOX 985, BROADCASTING.

Painting Radio Antenna Towers—F.C.C. Specifications, United States, Canada, Mexico. Let us contract your job. H. K. Rhodes, Painting & Decorating Co., Roaring Spring, Pennsylvania.

High Type Salesman—Desires connection with Eastern Network affiliated station. Considerable newspaper and radio experience. Good appearance and personality. Highly recommended by present and past employers. Draft exempt. Box 38, BROADCASTING.

Announcer-News editor—Age 25, 4-F—1 year's experience. Box 27, BROADCASTING.

Radio Engineer—Doing confidential development work for the armed services wishes to make arrangements for postwar position as chief engineer of progressive station planning postwar FM or television expansion. Highest qualifications—network, broadcast—FM—television. Can act as consulting engineer, now designing allocations, etc., for postwar period. Consider investment. Box 23, BROADCASTING.

If **NEWS and SPORTS** announcer, 40, 17 years newspaper background, 7 years radio, currently employed by both—writes own news shows, sports, commentary and remotes, including baseball, basketball, football, racing, can earn $100 minimum, have future with you, write Box 8, BROADCASTING.

Director—Expert announcer wants permanent position with progressive station. 9 years experience. Write to Box 1, BROADCASTING.

Situations Wanted (Cont'd)

Writer—10 years. Available in two weeks. Four dramatic serials. Hundreds of varied big time shows. Best references. Age 38. Box 24, BROADCASTING.

ANNOUNCER—2½ years all around experience. Chief announcer with 5000 watt station for last 1½ years. Draft deferred indefinitely. Want position with future. East. Box 25, BROADCASTING.

Announcer-Commentator — Medical discharge, not disfigured, well educated, 35. Give details. Box 22, BROADCASTING.

Announcer — Experienced—Young colored man, 4-F, married, 24, 3rd class permit—attending radio operating and announcing school—prefer small station. Box 20, BROADCASTING.

First class production man, program director and announcer, now employed Columbia 5,000 watt outlet, has valid reason for change. Seeks position where ability will be suitably recognized. Present income $100 weekly. Looking for an opportunity to handle special programs for station or agency. Married, Age 43. Box 16, BROADCASTING.

ANNOUNCER—Trained, limited experience, any locale. Box 15, BROADCASTING.

ANNOUNCER—Capable, industrious. News and dramatics. Best references. Age 26. Draft classification 4-F. $50 weekly. Box 12, BROADCASTING.

ANNOUNCING—Clear draft status, experience, program continuity. Fifteen years in radio, entertainment field. Distance no obstacle. Address announcer, P. O. Box 664, Monroe, Louisiana.

Wanted to Buy

Want to Buy—28,000 feet copper ground wire. Address replies to Max F. Staley, Chief Engineer, KSOO-KELO, Sioux Falls, South Dakota.

Will buy recording equipment, new or used, also W E 279A and 270A tubes. KLCN, Blytheville, Arkansas.

Wanted—175 to 300 foot tower, frequency and modulation monitors, 250 watt transmitter and studio equipment. Box 30, BROADCASTING.

One kilowatt or five kilowatt transmitter. Call, wire or write immediately Box 13, BROADCASTING.

WANTED—250 watt transmitter, studio equipment, tower, ground wire, frequency monitor. Cash. Box 9, BROADCASTING.

CASH ON THE LINE—For equipment for 250 or 1000 watt station. Also interested in buying towers. Box 7, BROADCASTING.

EQUIPMENT WANTED—5 kilowatt late model RCA or W.E. broadcast transmitter, phase monitor, two 200 foot towers. Box 4, BROADCASTNG.

Wanted—One wincharger or any guyed 175 foot tower and lighting equipment. 1,000 Watt Antenna tuning unit. 200 foot 5/8 inch or larger Coaxial Cable with gas equipment. One 1,000 watt transmitter complete with tubes. Box 926, BROADCASTING.

Wanted to buy into, or outright, small radio station. Forward particulars. Box 17, BROADCASTING.

Want to buy 250 or 1 KW transmitter; also portable recording machine; modulation monitor and frequency monitor. Address: P. O. Drawer 943, Greenwood, Mississippi.

Wanted to Buy (Cont'd)

WANTED — Modulation and frequency monitors. Box 10, BROADCASTING.

WANTED—100, 250, 500, 1000, 5000 watt transmitter. Cash. Box 11, BROADCASTING.

For Sale

Western Electric—1-B Transmitter revamped with crystal control etc.; 250-500 Watts. Price $3500.00. Write Chief Engineer, WIL, St. Louis, Missouri.

(a) 1 Short wave transmitter, dismantled, including H. V. Power Supply 2—866's, 500 V Power Supply 1—83, Modulation driver 2—6F6's, 4—6L6's—2—83's, Oscillator buffer 2—6L6's, 2—802's. Final 2—T 55's. Will sell complete or piecemeal. (b) 2 Canvas covers for Jensen enclosure B R 12, 23¼" x 30⅛" x 12⅝". (c) 2 Western Electric P. M. Horn units, 8½ pounds each, 500 ohms, and composition horns 3½ feet, 22 inch bell, in wooden case. (d) 200 feet, 2 conductor shielded rubber covered mic cable. (e) 1 Northern electric input unit model R 2522—4, 3 channel 50 or 500 ohm to grid. Box 35, BROADCASTING.

1 **Presto Model** EU7 Amplifier with built-in Monitor Speaker, installed in Parmetal Table Rack in good condition; 1 New Lindenberg Pickup for lateral and vertical, complete with Equalizer; 1 Stromberg-Carlson Model 35 Loudspeaker in Control-Room Cabinet; 1 85 db Remler Amplifier in carrying case, 200 Ohm Input, 500 Ohm 6L6 push pull Output; 1 RCA Junior Velocity Microphone and Stand. Write or wire offer Box 37, BROADCASTING.

SCRIPT WRITER AVAILABLE
IN SIX WEEKS

Now under contract on two network shows. Ten years experience; want change, pref. freelance basis.

BOX 981, BROADCASTING

ANNOUNCER

wanted to handle news and commercial copy. 50 KW Station. Submit references. Address:

Box 21 BROADCASTING

Good Opening For
Experienced
ANNOUNCER

Good Salary and Excellent Opportunity for advancement.
1 k.w. Outlet

WCAR
PONTIAC, MICHIGAN

Coverage of 'Gripsholm' Is Curtailed By Late Arrival of Repatriate Vessel

DELAYED arrival of the repatriate ship *Gripsholm,* and general lack of interview material for special feature broadcasts, resulted in exceptionally scant network coverage of her arrival March 15 at a Jersey City pier.

Held up by bad weather, the boat docked at 3:45 p.m. instead of 12:30 p.m., and by the time those who could be interviewed were coming down the gang-plank, the networks were pushing into heavy commercial late afternoon and evening schedules which they were not inclined to interrupt to any great extent.

Interview facilities

Early debarques were those who could or would not be interviewed including 35 wounded soldiers, State Department officials and other important Government officials who were in a hurry to be off to Washington and other points. The Navy Public Relations Bureau, 3d Naval District, had set up special arrangements for facilitating interviews with the non-official passengers of the ship [BROADCASTING, March 13], but it was late by the time they came off, and many of them were not willing to talk about their experiences.

WOR New York, which goes after special feature "firsts" in a big way, was the first network affiliate with an on-the-scene broadcast—a five-minute feature at 4:25 p.m., when Dave Driscoll read over Mutual a prepared statement from S. Pinckney Tuck, charge d'affaires of the American Embassy at Vichy, who headed the diplomtic contingent aboard.

Interview broadcast with Red Cross workers, arranged in advance by WOR and MBS through Red Cross officials overseas, went on the air at midnight as a recording and repeated the next day, having been delayed by late arrival of the ship and the necessary censorship processing.

CBS carried a two-minute interview with a Red Cross nurse by Bob Trout, news analyst, at 6:45 p.m. The Blue covered the event only in its regular news programs, and NBC at 6:02 p.m. featured an on-the-scene commentary by announcer Ben Grauer.

The *March of Time* interviewed one passenger on its NBC broadcast March 18.

Captain and crew of the *Gripsholm* will be the contestants in a broadcast of Mutual's *Double or Nothing* from the salon of the ship Friday, March 24.

Soup Promotion

STOX, a dehydrated soup mix Standard Brands has been developing for the past year and a half, is being introduced through a spot radio and newspaper campaign in Cincinnati, Louisville, and Indianapolis and a number of smaller cities in the Mid-West area. Station schedule got under way March 6. Through newspaper copy, and transcribed spot announcements heard three times daily five days of the week, on an undetermined number of stations, Standard Brands is offering one package for one cent, and another for 11 cents for a limited period. Advertising is handled by Kenyon & Eckhardt, New York.

Morrell Extends

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), will expand its quarter-hour program, *Bob Becker's Pet Parade,* Saturdays, NBC, from 86 stations to the full 143 station NBC Network, beginning April 1. Agency is Henri-Hurst & McDonald, Chicago.

DIRECTOR SPEAKS

LINDSAY MACHARRIE, director of public relations of the Red Cross in Great Britain, and formerly of the Blue's production department, will be the principal speaker at next Thursday's meeting of the radio executives club at the Hotel Shelton in New York. His talk will be broadcast on WJZ New York.

Eversharp Series

EVERSHARP Inc., Chicago, starts *Let Yourself Go* on the Blue Tuesday, March 21, 7-7:30 p.m. Sponsor invites listeners to write in about some secret ambition, then selects four or five to appear as central character in reenactments of a suppressed wish. Cash prizes go to those who appear on the program. Milton Berle, comedian is m.c. Jacques Renard's orchestra supplies the music. Scheduled to start March 7, the program has been postponed twice pending final approval of the format. Sponsor has been using announcements on WNEW New York, to promote the show and to secure letter entries. Agency is Biow Co., New York.

Death on the Air

A DISCREET and dignified method of handling obituaries by radio was suggested last week by Charter Heslep, former night news editor of NBC, now with the Office of Censorship in Washington. Plan calls for a station reporting an obituary to write a brief note to the survivor, attaching a copy of the obituary as it was read over the air, as a permanent record for the family Bible. Mr. Heslep cautions radio public relations not to "pull out all the stops," however, on this promotion idea.

CONVENTION PLANS ARE MADE BY BLUE

A CORPS of Washington commentators and correspondents, augmented by *Time* and *Life* staffs, will report the Republican and Democratic National Conventions in Chicago next June for the Blue Network, it was announced last week.

G. W. (Johnny) Johnstone, director of news and special features, will supervise the Blue's conventions' coverage, assisted by George Milne, chief engineer in charge of technical operations; Gene Rouse, central division manager of news and special features, and Bryson Rash, Washington director of special features. Offices and studios will be maintained at the Hotel Stevens.

Mark Sullivan and Ernest K. Lindley, Washington columnists, will do special assignments, with Mr. Sullivan reporting the Republican convention and Mr. Lindley the Democratic sessions. Earl Godwin, president of the Radio Correspondents Assn., will head a corps of Blue analysts, including William Hillman, H. R. Baukhage and Henry J. Taylor. The Blue also plans to originate programs of Dorothy Thompson, Drew Pearson, Leon Henderson and Raymond Gram Swing at the convention.

ON THE AIR
ROD AND GUN HOUR
"THE OLD HUNTER"
QUACK!
QUACK!
SID HIX

Drawn for BROADCASTING by Sid Hix

"Cut Him Off Before He Starts Giving Moose Calls"

Record Regulation Under Advisement

Michigan Net Opposes Due to Pinch of War Restrictions

INDICATION that the FCC is interested in news commentaries and political talks with reference to its proposed rule (Order 119) to require networks to record all programs was disclosed last Wednesday at oral argument on the rule. The proposed regulation was taken under advisement.

In one of the shortest oral arguments on record Philip J. Hennessey Jr., on behalf of the Michigan Radio Network, told the Commission the regional network would require two recorders, three full-time operators, 225 16-inch discs and filing cabinets for 2,700 discs if the rule becomes effective and "we just don't know where we're going to get any of these materials or manpower".

MBS Challenge

Chairman James Lawrence Fly asked what percentage of the network's programs were "news comments or political broadcast". When Mr. Hennessy said that the Michigan network retains a complete script file of "all voice broadcasts" the FCC chairman inquired if the file included "speeches, political talks and comment".

"Our experience over a period of years demonstrates there is no need of this regulation," said Mr. Hennessey. He emphasized, however, that his client's sole basis of opposition is "the unavailability of materials and manpower".

MBS filed a brief challenging the Commission's right to adopt the rule which, the network contended, "would be outside the jurisdiction of the Commission" with reference to defamation. CBS protested the regulation on the grounds that equipment and man power are not available. NBC and the Blue filed letters, as did AFRA. [BROADCASTING, March 6, March 13].

Video Lectures

IRE AND AIEE are jointly sponsoring a six-week series of television lectures, given each Thursday from 7 to 9 p.m. at Engineering Societies Bldg., New York. Series started last Thursday with a lecture on "Fundamental Principles" by P. Mertz, Bell Telephone Labs. Remainder of the schedule is: March 23, "Pickup" by R. E. Shelby, NBC; March 30, "Broadcasting" by J. E. Keister and H. D. Fancher, General Electric Co.; April 6, "Reception" by Dr. Thomas T. Goldsmith Jr., Allen B. DuMont Laboratories; April 13, "Television in Color" by Dr. P. C. Goldmark, CBS; April 20, "Inspection" by a speaker to be announced.

LEONARD JOY has resigned as popular record musical director of RCA Victor and joins Decca Records as a recording director March 20. Successor has not been named by RCA Victor.

More advertisers spend more money to sell more merchandise to more people on WLW than on any other radio station in the world.

WLW

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The Nation's Most Merchandise-able Station